## BASANT KUMAR

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**DIPLOMA IN AUTOMOBILE ENGINEERING**

From I.E.T Chennai.

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| Profile Summary | |
| * 9 years of experience in Sales/ Marketing/Business Development in Automobile. * Currently working as **Territory Manager** in VST Tillers Tractors Ltd. * Experience in implementing sales strategies, organize sales promotional activities, identifying new market, appointing dealership as per **EOR (**Essential Operating Requirement)**,** nurturing and achieving business plan targets. * Having skill of interacting with Institutional customers, liasioning with Financers, prepare promotional tools, Manpower training, appointing DSP or new channel partners, sales call in the field. * An effective communicator with relation building skill, having problem solving abilities. * Product training 1 month at VST Bangalore.   **CORE COMPETENCIES**  **Sales &Marketing**  Develop marketing strategies to differentiate a product offer & drive volume  Train & Motivate manpower for achieving target in competitive industry, Plan and execute promotional activity to generate maximum result.  **Channel Development**  Thorough market survey to identify channel partner follow from LOI to LOA, Establishing Sales & Service set up as per CIP.  Implement proper CIP/ Branding at dealership Recruit manpower and train them on product and sales process Profitability of channel partner. Business Development Penetrate in different market segment with segment specific strategy  Extensive field activity like demo, road show, loan mela to reach customer  Effective enquiry management system through EMS software.  Increase Sales Satisfaction Index at customer dealer interface through SSI.  Currently working as **Territory Business Manager** in Sales & marketing division in **VST Tillers Tractors Ltd**.  **Work Experience:**  **At Present Working in VST Tillers Tractors Ltd. Working Area North Bihar and Koshi.**  **From 17.11.2012 to Continuing.**  **Working profile: - Handling 7 dealership, manpower handling Sales Service, Spares and Attachments.**  **Activity ,Liaoning with Finanace,CF,CC etc.** | |
| **Company:** | **PACE AGRO PVT LTD** |
| **Duration:** | 2010 to Oct.2012 |
| **Designation:** | SALES EXECUTIVE |
| **Description:** | * Handling Area In koshi Bihar 12 dealership for PACE THREE WHEELER |
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| **Work Experience:** | |
| **Company:** | PATLIPUTRA AGRO PVT LTD.PATNA |
| **Duration:** | 2008 TO 2010 |
| **Designation:** | SPARES EXECUTIVE |
| **Description:** | * Handling whole Bihar state, order generated from dealer of Bihar and ensure billing. |

**Notable Contributions:**

* Appointed 10 dealer in 6 year in VST (Begusarai,Samastipur,Madhubani,Patna,Chakia,Chapra,Siwan,Khagaria).Bettiah,
* Liaoning with Financers like MFSL, INDUSID,CHOLA and SRIRAM.
* Worked for service profile for 2 years in VST, Resolved complaints, service activity, and spare sales.
* Successfully coordinated & communicated with various dealers/financial authorities on daily basis to enhance business opportunities and coordinated to area office**.**
* Initiated & significantly contributed in increasing market share, area coverage, dealer appointment, and in Sales promotion and Marketing activity.
* Increased Sales volume 15 tractor to 90 tractors.

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| Education Background | | | |
| Standard | University/School | Year |  |
| Diploma in Automobiles Engineering | I.E.T Chennai | 2007  Aggregate: 62% |  |
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| Trainings | |
| Company: | Product training In Vst |
| Duration: | 30 Days ,17 /11/2012 to 17/12/2012 |
| Description: | All Models. |
| Company: | Utilization and Maintenance of Tractor (ITL) |
| Duration: | 1 WEEK |
| Description: | IN FIELD. |

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| Personal Detail | |
| Name Father Name | Basant Kumar  Late- Chandradeep Yadav |
| Permanent Address | Vill- Ghoradihri Po- Dadhapi Dist- Aurangabad (Bihar) Pin-824103 |
| Educational Background | DIPLOMA IN AUTOMOBILE ENGG. |
| Nationality | Indian |
| Marital Status | Married |
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Declaration: The above information is correct to the best of my knowledge.

Basant Kumar

Place – Patna,Bihar

Date – 29.10.2021