



SANJAY KUMAR

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SALES PROFESSIONAL / TURNKEY PROJECTS / TENDERING / DEALER / CONTRACTS / ELECTRICAL PRODUCTS

Seeking a Senior Management assignment in the domain of Sales & Marketing /Business

PROFESSIONAL EXPERIENCE

Energya Power Cables, Egypt
Indian Operation
Market Unit Head-India

Nov 2012-Present

- Heading Indian Operation for company and responsible for business in India
- EHV Cables up to 220KV in Indian Continent & preparation for 400KV
- LV/MV cables through EPC Contractor in Gulf Countries and African Countries
- Performed Market research, marketing strategy, resulting in realignment of business to key growth areas.
- Started business and established company first as supplier and later as EPC contractor and cable supplier.
- Major focus on Transco companies and EPC contractor.
- Tendering and Pricing for Product and Projects as per strategy depending on Competitors & Previous Orders.
- Pricing for Turnkey projects taking consideration of custom duty, clearances, Joints manufacturers, other indigenous manufacturers and contractors.
- Acting as complete one nodal point for a complete sales cycle
- Revenue generation and payment collection.
- Contract business association with EPC, Civil Contractor and cable accessories manufactures.
- Managed cable testing and clearance both at factory and site

Achievement:

- Orders from Transco Companies MSETCL, APTRANSCO, TanTransco etc.
- Order from EPC for different region in Gulf and Africa
- Tie-ups with major EPC companies like KEC, Kalpataru, Tata Projects, Sterling & Wilson

RPG CABLES - KEC INTERNATIONAL LTD
Head of Sales & Marketing -Central India

Jul 2009 – Oct 2012

- Managed the Sales & Marketing operation in Central India.
- Ensured the successful accomplishment of Preset business targets in face of growing competition.
- Setting up the new business profit Centre & developing them to achieve profitability.
- Exploring business opportunities across all potential segments and generating needed marketing thrust to capitalize on the available marketing potential.
- Participating in tenders, attending techno-commercial negotiations and concluding business contracts ensuring realization of projected contribution levels.
- Coordinating with the production section to define production plans to enable timely execution of customers' orders without accumulation of excessive inventory of finished goods.
- Implementing credit control to maintain outstanding dues within acceptable limits.
- Building and nurturing productive relations at decision-making levels with key clients to ensure uninterrupted inflow of business.
- Set up a strong network of channel partners to ensure maximum market coverage, Product positioning.
- Fixing sales targets for the team members and monitoring their performance to ensure realization of targeted business levels. Identifying weak areas and providing reinforcements to make up for the shortfalls.
- Managed the regional operations as Profit Centre Head. Conducting Seminars and in-plant presentation for the customers.

Achievements:

- 30 +% growth for year 2011-12 (20% over budget)
- Major orders from NTPC / SAIL /BHEL / Andritz / Simplex / Cement plants
- Sales & Revenue collection as per companies targeted structure

OMAN CABLE INDUSTRIES (SOAG), Sultanate of Oman
Manager –Sales & Marketing (International)

Nov 2007 – Jul 2009

- Managed International business to build business in global markets.
- Developed and managed sales in entire GCC region (KSA, Qatar, UAE, Bahrain, Kuwait, Oman, Iraq) and countries like Pakistan, Bangladesh, Srilanka
- Business with EPC from countries like South Korea/Japan/Europe working within GCC countries.
- Developed & managed business for better positioning of product with top Executives and agents from countries like South Korea/Japan/Europe
- Sales budget and pricing, and monitoring and securing profitability.
- Negotiated and converted payment terms from open credit to documentary credit.
- Effectively managed entire sales process including participating in tenders, assessing cost of raw materials/inputs, deciding prices based on market trends, and closing the business deals.
- Managed inspections and early dispatches to avoid FG Inventory at factory
- Roped in several new clients in GCC, South-East Asia, Europe, and expanded company's business manifold. Negotiated payment terms to the advantage of the company.
- Organized Presentation and seminars at customer premises

Achievements:

- Revenue of 118M OMR in International sales in 2008, 20% over budget
- 10M OMR & above Orders from Cleveland, Petrofac, Fatima Fertilizers
- Orders from Mitsubishi, J&P, Hyundai, Rotem, Isolex, etc

HAVELLS INDIA LIMITED, Jabalpur (M.P), India**Apr 2006 – Oct 2007****Branch Manager, Jabalpur**

- Managed dozens of products in central M.P for Mahakaushal region with overall responsibility for sales & revenue generation.
- Steered business operations of Power Cables products in the entire state of M.P.
- Conceptualizing competitive business development of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI.
- Utilized market feedback & personal network to develop marketing intelligence for formulating plans (both strategic / tactical) for brands.
- Provided support in handling escalation from clients / partners to resolve their concerns and addressing their queries with head office.
- Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members.
- Promoted sale of entire of Havells range of products and secured product specification for various projects by setting up close liaison with builders, architect, electrician and dealers and retailers through seminars and meets
- Created and developed a strong network of dealers and provided them needed marketing support to realize targeted sale.

Achievements:

- Record revenue for sales 2006-2007 more than 200M INR
- 250 + % growth in cables business in MP region
- 100+ % growth for all other products in Jabalpur region.
- Successfully bagged orders from large and prestigious projects like SVIL mines, Reliance telecom, Spano, ACC and others

UNIVERSAL CABLES LTD, Satna, M.P, India**Apr 1996 - Sep 2005****Sr. Sales Engineer**

- Promoted sale of company's products in EPC sector, Utilities, different state electricity board, Government body and all other potential business segments.
- Prepared and submitted quotations, attended techno-commercial negotiations and concluded business contracts.
- Coordinated with the production department to ensure adherence with customers' supply schedules.
- Arranging Inspection in coordination with customers inspecting engineers.
- Monitored dealers' off-take and ensured availability of enough stocks on dealers' shelves. Maintained regular coordination with branches and provided them needed guidance on technical and commercial issues.
- Consistently achieved sales and collection throughout the career tenure with the company.

EARLIER ASSIGNMENTS

- Assistant Engineer –Instrumentation,
Diamond Cements, Damoh, M.P, India

Aug 1993 – Apr 1996

EDUCATION

- B.E (Electronics & Communication), B.I.T. Sindri in 1991 (First Class)
- **Diploma** in Marketing & Business Administration from B.I.M.S, Bombay - 1993 (First Class)

Training Programs Attended

- Managerial Course: “Marketing Management” conducted by Govt, of India, Min of Industries
 - Computer: Exposure to ERP / E-Commerce
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Date of birth : 24th of August 1966
Nationality : Indian
Marital status : Married & 2 children
Passport No : Z 1932792 valid till 10/07/2024
Languages : English & Hindi
Location : Willing to relocate
Expected Salary : Negotiable