Tanuj kumarH. No. 42, Indira Colony

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# Career Objective

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* **To work in a dynamic, professional organization and grab opportunities to learn for personal betterment and organizational goal at large.**

**MBA marketing with 8 Year 3 Months of Cement & Ready Mix concrete sales & marketing experience. Currently working as Assistant Manager Sales in Channel with ACC Limited ( Panipat , Jind ) Haryana Location. Previous was working JKLC Sirsa & Fatehabad Area.**

**Role**

* **Proficient in appointing new dealers & management of distribution network.**
* **Market development.**
* **Focus on activity to achieve the targets.**
* **Maintain good business relation with the network.**
* **Achieving sales and collection targets.**

**Key Competencies**

**Channel Sales, Sales Targets Achievement, Dealers/ Distributors Management, &**

**Sub-Dealer Appointment, Tracking Competitor Activities, Brand building activities, Warehouse Management.**



**The profile briefly described as follow**

* **Managing current network of dealers/Sub-Dealers to achieve effective sales across the District.**
* **Identifying and developing strong and reliable dealers where reach & depths are weak.**
* **Analyzing & tracking competitors activities, providing inputs for price modifications to fine tune sales & marketing strategies.**
* **Create strategies to enhance sales in unexplored territories in the region by appointing suitable parties as per the requirement.**
* **Currently handling product mix of PPC and premium product ACC GOLD & CONCRETE +.**

**Responsible for all below the line marketing activities (Masson Meet, Contractor Meet, Architect Meet, Consumer Meet) as per market requirement to strengthen our brand image.**

* **Currently I am handling two districts.**
* **Work in coordination with Cross-functional team to provide satisfaction to customers.**

# Previous Experience

Since 5 Sep, 2012 JK Lakshmi Cement Ltd. (Cement Division)

Sr. Sales Officer based at Sirsa / Fatehabad.

### Key Responsibility

* **As Distt In charge looking after Sirsa / fatehabad district area.**
* **To look after Dealers/Sub-Dealers across Sirsa / Fatehabad area .**
* **Playing a major role in managing sales, business development, marketing, dealer/network management**
* **To achieve sales targets of assigned territory.**
* **Developed systems for better documentation and sales monitoring.**

**Since 5 July, 2011 JK LAKSHMI CEMENT LTD ( RMC DIVISION ) Sales Officer**

**Based at Jaipur ( Raj )**

* **Driving Marketing assigned areas Jaipur**
* **Development of new market, vendor development for RMC.**
* **Follow up and finalisation of new order.**
* **Increase order frequency and order volume.**
* **Production of RMC and maintaining Quality as per standard.**
* **Preparing plan / schedule as per customer requirement.**
* **Develop an efficient schedule of dispatching RMC trucks, which balances the operations at the construction sites**
* **Monitor delivery schedules to ensure on-time delivery.**
* **Improving business relations with the clients for the benefit of the organization.**

## Professional Qualification & Academic Credentials

## Master of Business Administration ( MDU Rohtak )

* **BA from ( KUK )**
* **10+2 HBSE 2004**
* **10 HBSE 2002**

**Computer skills**

* **MS Office**
* **SAP End User**

## Hobbies

* **Playing Chess**

## Personal Profile

* **Date of Birth : 03.08.1987**
* **Marital Status : Married**
* **Father's Name : Shri Shakti kumar**
* **Mother's Name : Smt Saroj Rani**
* **Permanent Address : HN: 42, Indira Colony**

**Hisar ( Haryana ) 125001**

**(Tanuj kumar)**