

## Sunil Kumar

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To work in inspiring and innovative areas of **Product Management** to use my potential and skills to the fullest extent and deliver output with high quality and reliability and a growing contributor to the industry.

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Working in Product Management (Faucets) with **Jaquar & Company Pvt. Ltd. As Officer** and having Qualitative Exp of 11 years in Managing Global & Domestic Product Portfolio, Product Management, Product Benchmarking, Marketing Support, Sales Coordination and Operation.

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### PROFILE

- ❖ Competent and result oriented professional offering , 11 years of diversified experience across MIS Reports, Product Portfolio, Sales Support, Data Analyst, Sales tools like (Catalogue & TDS).
- ❖ Capable of assessing change in market environment with sound knowledge of product marketing Strategies, customer relationship management and business development;
- ❖ Demonstrated ability to manage the resources towards the achievement of stated objectives.
- ❖ Graduate from Delhi University.

### Core Competencies

✧ Product Benchmarking ✧ Competition Mapping ✧ managing product portfolio  
✧ Managing New Product Sales Reports ✧ Dealer Quarry Servicing ✧ Analytical Skills ✧ Validating Catalogues ✧ Display Inventory (JW, JDS & Atelier Shower Room) ✧ MIS Reporting

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### PROFESSIONAL DEVELOPMENT

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**Jaquar & Company** – Manesar, Haryana (Dec'10 – Till now)

Designation – Officer (Product Management)

#### Display Inventory for International & Domestic Markets:

- ❖ Receiving 3D / 2D display drawing from Visual Merchandising team, suggesting the right products as per market & VM requirement & ensuring display of inventory at International & Domestic Exhibitions/ Dealer outlets for visitors.
- ❖ Ensuring, fittings/ products are displayed in correct combinations & validation of proposed items at displays.

#### Competitor Benchmarking:

- ❖ Collecting project wise requirement from marketing teams, understanding about the product's design, size, and colors. Visiting competitor's websites to gain more understating about the required product, placing complete benchmark report to our Marketing team quoting further to project client.
- ❖ Maintaining weekly benchmarks report, by understating from various sources in the market to compile a technical sales tool for field teams to support in Projects.

**Handling Field queries:**

- ❖ Providing technical data to Sales team to resolve customers / retailers / dealers queries.
- ❖ Preparation of part code & correct enunciation for customized products for green building requirements.

**Product Analysis:**

- ❖ Preparing new products sales report and new product PPT, preparing report & slow moving product's sales reports.
- ❖ Working on various other reports as per management requirement. Maintaining product portfolio data base for day to day requirements, shortlisting the products which should go to domestic market or international market.
- ❖ Receiving queries for existing product modification, placing it to costing team.

**Catalogue Updating:**

- ❖ Preparation of Product portfolio, coordinate with marketing team, printing of dummy catalogue & proof-reading of minute details like Part Code/ Description/ Image/ Technical drawing and giving go ahead for final printing.

**Portal updating – Product Management:**

- ❖ Update circulars on new products, products modification, discontinue products, products pricing, colors etc. on portal.

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**PREVIOUS EXPERIENCE**

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**Datanet India Pvt. Ltd.** – New Delhi (Apr'07 – Nov'10)

Designation: Computer Operator

**Responsibilities Handled:**

- ❖ Responsible for Download Data from web portals, scanning, composing and formatting of Data in MS Excel, MS Word and MS Front page. Utilizing the inbuilt company software, extensively involved in Data Upload process on company's 50 website. Independently responsible for handling the publication related task with include making of Invoice, Challan, Performa Invoice, Credit Note and Other office computer works etc.

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**Amarnath Press Pvt. Ltd.** -- New Delhi (Jan '06- Mar'07)

Designation: Computer Operator

- ❖ Responsible for updating files, producing reports as needs by clients or customers and also takes hard copy of the reports or documents as required by management or customers. I also take the responsibility of taking the back-up and maintenance of data which are very vital for the organization. I also assisted senior officials and staffs by taking copy of files in Compact Discs as needed by them for giving presentations.

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**PERSONAL ESSENCE**

- ◆ Go getter attitude, ability to perform well under pressure situations with deadline orientation.
- ◆ Patient and confident personality to carry on responsibility well.
- ◆ Possess good interactive and communication skills.

- ◆ Ability to work proactively & independently as well as in a team environment.
- ◆ Strong potential to portray leadership and motivational qualities

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#### ACADEMIC CREDENTIALS

- ◆ Graduate (Bachelor of Arts) From Delhi University.
- ◆ Class 12<sup>th</sup> from NOS National Open School Delhi.
- ◆ Class 10<sup>th</sup> from CBSE Central Board of Secondary Education, Delhi.

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#### IT SKILLS

- ◆ One-year Advance Diploma in Software Management (ASDM).
- ◆ **MS-Office:** - MS Word, Excel, Power Point, MS-Access.
- ◆ **DTP:** - Page Maker, Corel Draw, Photo Shop

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#### PERSONAL PARTICULARS

Date of Birth : 28th Sep, 1982  
Marital status : Married  
Language Proficiency : English & Hindi  
Hobbies & Interests : Listening Music and Play Cricket  
References : Available on Request.

**Date:**

**Sunil Kumar**