

RESUME

ANEES AFZAL KHAN

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Location: Pune, Maharashtra

PROFILE

Dynamic and result-oriented business leader with **15 years of experience** in **Sales, Marketing, and Business Development** in the OEM, Automotive industries, private and government utility industries. Proven expertise in strategic business planning, customer acquisition, and revenue growth. Skilled in handling OEM clients, managing dealer networks, and driving profitability. Adept at implementing innovative solutions to increase market share, enhance customer satisfaction, and develop sustainable business strategies.

EDUCATION

- **Bachelor of Engineering** (Electronics & Telecommunication), Anjuman college of engineering & Technology (ACET), Nagpur, 2010.
 - **Diploma in Electronics & Telecommunication**, Anjuman Polytechnic, Nagpur, 2007.
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PROFESSIONAL EXPERIENCE

Motwane Manufacturing Company Pvt. Ltd. – Pune

Regional Sales Manager (West Region) | June 2024 – Present

Driving Results:

- Proactively define and lead the process to grow oem accounts.
- Accept accountability for achieving business goals (e.g., account growth, profit, customer satisfaction, etc.)
- Develop account plans and strategies to maximize revenue growth and meet performance targets.
- Possess financial and business acumen to build compelling account-growth plans.
- Negotiate effective agreements.
- Monitor market trends, competitive activity, and customer feedback to identify new opportunities and challenges.
- Engage more in value selling. Customer visits are regularly conducted, delivering visit reports and tracking business opportunities.
- Specializing in OEM sector, sales across electrical, electronic testing & measurement Instruments industry and power sectors, Motors, Transformer, Generators, Cable,Pumps.
- Successfully managing key accounts such as Cummins Generator, Siemens, BHEL, Birla Cable, Lucy Electric, ABB, Bharat Bijlee, Finolex Cable, Schneider electric, CG Power, Crompton, delivering tailored testing solutions that support manufacturing, quality assurance, and compliance needs.

- Converted over **50% of RFQs per month**, contributing significantly to revenue.

Relationship Building:

- Generate opportunities that can drive new revenue.
- Create and deepen relationships over long term for sustained business growth.
- Being proactive in initiating and maintaining relationships, establishing connections and networking with clients, and other stakeholders.
- Maintaining communication and seeking feedback to continuously enhance relationships.

Technical Expertise:

- Craft the best solution along with application engineering team.
- Solve implementation roadblocks with new offerings.
- Provide competent technical information and knowledge.

Project Management:

- Ensure the execution of the account plan.
- Display discipline in adhering to the process for growing strategic accounts.
- Maintain accurate records of account activity, sales forecasts, and customer communications, Perform the research needed to plan for and drive account growth.
- Maintain analysis and tracking against plan.
- Ensure timely and accurate reporting of account activity.

ATS ELGI Ltd. – Pune

Senior Sales Executive (West Region) | Sept 2021 – May 2024

- Led business development in Maharashtra, Vidarbha, for **garage equipment** in the automotive sector tyre industry and multi brand shop with channel partner like Bosch service center, TVS.
- Managed strategic partnerships with leading OEMs such as Tata Motors, Mahindra, Apollo Tyre ,Ceat Tyre, Bridgestone Tyre, JK Tyre, MRF and Fleet Owner.
- Channel & Distribution Network Management & Dealer Training & Support
- Product Technical Sales – Industrial & Garage Equipment, hydraulics.
- Team Leadership & Target Achievement & CRM, MIS & Forecasting
- Spearheaded new customer acquisition efforts, contributing to business vertical expansion and territory growth.

Madhus Garage Equipments Pvt. Ltd. – Nagpur

Sales & Service Engineer | Apr 2016 – Sept 2021

- Delivered technical presentations to assess customer requirements and propose tailored solutions.
- Built strong relationships with fleet owners and tire dealers, driving sales for truck wheel projects.

AMW Motors Ltd. – Nagpur

Senior Sales Officer | June 2015 – Mar 2016

- Developed and executed marketing strategies to penetrate untapped territories, achieving market share growth.
- Coordinated with dealer teams to ensure customer satisfaction and timely delivery of products.

Universal Industrial Equipment & Technical Services Pvt. Ltd. – Nagpur

Sales Officer | July 2012 – May 2015

- Conducted market analysis to identify potential opportunities and implement competitive marketing strategies.
- Organized machine demonstrations and roadshows to promote products and increase brand visibility.

M.S. Enterprises – Nagpur

Sales Officer | July 2010 – June 2012

- Managed sales of hoses, engine parts, hydraulic pump parts, and transmission components across Vidarbha and MP regions.

CORE COMPETENCIES

- OEM Account Management & Business Growth
 - Sales of Electrical Testing & Measurement Solutions
 - Client Relationship Management (Top-Tier OEMs, Automotive EV sector)
 - Technical Sales, Product Demos & Custom Solutions
 - Government & Institutional Tendering
 - Dealer/Distributor Channel Development
 - Regional Sales Strategy, Target Achievement
 - Key Stakeholder Engagement (QA, R&D, Maintenance Teams)
 - CRM Tools, Sales Reporting & Forecasting
 - Cross-functional Collaboration (Service, Logistics, Application Teams)
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KEY ACHIEVEMENTS

- Successfully acquired and developed new OEM accounts in Electrical, Motors, Cable and transformer manufacturing sectors, increasing OEM sales revenue.
 - Played a key role in introducing new products into OEM industries, conducting product demonstrations and trials that led to successful adoption.
 - Recognized by management for driving strategic sales growth in OEM verticals and contributing to overall business expansion.
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INTERESTS

- Traveling, Cooking, and Swimming.
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PERSONAL DETAILS

- **Date of Birth:** 3rd August 1986
- **Languages Known:** Urdu, English, Marathi, Hindi
- **Marital Status:** Married
- **Permanent address:** 840,Near Chota lohar pura masjid ,Gandhi bagh Nagpur 440018.