**Amit Kumar Jain**

**Phone ®:** +91-9354900835 **Mobile:** +91-**9311635222** **E-Mail:** [amitnavyjain@gmail.com](mailto:amitnavyjain@gmail.com) **Address: D-644, Tower no-11, River Heights, Raj Nagar Extension, Ghaziabad**

**In quest of Middle level assignment in Sales & Marketing, Business Development, and Channel Management & Relationship Management with national / international organization of high repute.**

#### Career Synopsis

* A dynamic, hard-working marketing professional with **23** years of rich experience in Sales & Marketing, Business Development, Channel Management & Relationship Management in **reputed Consumer durable industry & Auto Ancillary industry & Automobile e-Distribution industry (B to B).**
* **Sales & Marketing experience of (Auto Electricals – Self Starters/Alternator/Wiper Motors) /Battery/Engine Product/Spark Plugs/Filters/ Rubber Parts & Braking Parts and Suspension Parts & Filters & other automotive products.)**
* Currently serving as **Area Manager**, with the **Mahle Anand Filter Systems P. Ltd.**
* Handling business through Channel sales of UP/UK.
* **Having experience of North automotive market of all segments (2/ 3 /4/HCV Segments)**
* **Having knowledge of more than 1000 odd plus retailers / wholesalers in Pan India Automotive markets.**
* **Have covered East India / West India and part of South India Automotive markets.**
* Handling a wide spectrum of sales & marketing activities e.g from the development of business plans, marketing strategies to the implementation & execution of the same in real time sales environments.
* Adroit in building brand focus in conjunction with operational requirements & assuring maximum brand visibility as well as and capturing optimum market shares.
* A highly energetic, result oriented, enthusiastic person as well as effective communicator & team leader with proven abilities in team building and managing abilities.
* Extensive experience in management of product launching & product promotion related events.

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| **Proud Association** |

Feb’22 with **Mahle Anand Filters System Pvt Ltd.**

Dec’19 with **Auto Direct Tech Systems India Pvt. Ltd.**

July’18-Dec’19 with **Apex Seals**

Feb’14-July’18 with **Mahle Filters System (India) Pvt Ltd.**

July’11-Jan’14 with **Lucas Indian Service Ltd.** As a Branch Manager

Apr’10 with **Tudor India Ltd**., Mohali as the Sales & Marketing Manager (Branch Manager)

Apr’09-March’10 with the **Okaya Power Ltd., Delhi** as the Area Sales Manager

Oct’99-Mar’09with **Federal Mogul Automotive Products(I) Pvt Ltd.** As Territory Sales In charge-(Upper North)

Apr’98-Sep’99with **Atul Glass Industries Ltd. as Marketing Executive (Projects)**

**Areas of Expertise**

### **Profit Centre Operations**

* Supervising overall sales and business development functions with key focus on ROI.
* Successfully performing the launch of new products & identifying new potential market segments.
* Forecasting customer’s demands based & analyzing the off takes.
* Collating market feedback& briefing R&D for new ventures.
* Closely monitoring of competitors’ activities as well as strategies to evolve effective future strategies.

## Sales & Marketing

* Establishing vertical & horizontal segments.
* Innovating new strategies in order to strengthen the Supply Chain Management.
* Framing the business plans and assuring adherence to the same for achieving targets within stipulated time limit.
* Maintaining cordial relations with vendors & consultants, responding to their queries & rendering suitable solutions.
* Driving pre-sales and post-sales efforts including market research & trend analysis initiatives.

# Client Service

* Conducting regular follow ups for timely payments & collections.
* Improving the standard of products based on client feedback and product performance.
* Making new designs & conducting pre-sales presentations to prospective clients.
* Evolving customer education programs including application engineering.
* Coordinating with the entire order execution right from the receiving of order to the final dispatch.

# Team Management

* Recruiting, mentoring & managing a team of professionals for achieving Sales targets.
* Budgeting, target planning & allocating the tasks to sub ordinate Sales Department personnel.
* Training sales personnel to address customers in the respective sector.
* Identifying areas to improve & ascertain the training needs of the team.

**Career Highlights**

* Making New Sales Channel for Product distribution.
* Enhancing Brand Equity of Brand by meeting with key dealers.
* Developing niche markets & helping the business to grow at a great speed.
* Planning & developing strong distribution & field force infrastructure.
* Planning & executing all kinds of sales & marketing activities/ initiatives.
* Meeting all the assigned targets within stipulated time.
* Developing channel & sales promotion base.
* Taking Care of Pan India & Nepal Sales Operations / Three wheeler manufacture business / Private Branding.
* Visiting and following up to Retailers & Semi wholesalers for getting exact product movement.

**Significant Achievements**:

* Covered the full territory through opening of new dealers at vacant area and plan way.
* Got revised pricing and sales policy.
* Increased the distribution base to two fold.
* **Got Best Area Manager award consecutive for 2 years working with Mahle Filters**
* **Resolved long –pending Service issue working with Tudor**
* **Got a Certificate of Excellence for outstanding performance in sales in Tudor**
* Recovered Rs.**50 Lacs** from the Channel Partners. This was long pending with them, In Tudor
* Controlled the service claims in line with Service Engineer.
* Achieving a growth of 85% in FY 09-10 in **Okaya Power Ltd.**
* Successfully implemented contact programs to generate the secondary sales.
* Launching automotive battery under the brand name **OKAYA WHEELZ** in Auto Expo 2010.
* Implemented the PJP working for TSI’s.
* Mapping of the battery universe across Delhi.
* Launching New Model of Inverter battery under the brand name **Presto** **Mega Cycle in Tudor**.
* Recruit Sales person at dedicated location for serving territory in better way.
* Got implemented strategy seeing current aftermarket situation.
* Got implemented new sales policy for aftermarket
* Emphasize on regular billing
* Got success in business from 3 wheeler OEM’s
* Got recognized and established brand as a OEM’s in after market
* Increased business by bringing and serving to new private brands.
* Escalated the network from 240 to 390 dealers across the country for Apex Seals

**Academia**

* **Pursuing MBA** from IMT, Ghaziabad.
* **M.Com** from CCSU, Meerut in 1997.

**IT Skills**

Well versed with MS Office, ERP & SAP.

**Personal Details**

**Date of Birth :** 8th Nov, 1976

**Languages :** English, Hindi