

**Career Objective**

To give my best while building and nurturing the organization growth through my relentless efforts and visionary competitiveness. I always believe to be innovative, proactive and upgraded with the changing scenario of the business.

**Skills Applied**

Business planning,data management and forecast,competitor analysis, business documentation,brand building, business development and sales, products approval and specification management, products launch, exhibition,promoting products through digital platform,market communication etc.

**Current Org.**

**Nav Air International P Ltd.** New Delhi  
(Manufacturer of Fire doors,Clean room doors,Fire &Smoke Curtain)  
February 2021

**Designation**

Sr. Manager Sales& Marketing

**Work Profile**

Specification of Fire&Smoke curtain products,doors through Architects & MEP Consultants

Creating demand of the product among its end users. Sales strategy formulation and sales management. Development of collateral writeups and online promotion of products.

**Organization**

Ajit Industry private Limited  
(A renowned manufacturer of industrial tapes & adhesives)  
February 2020 onward

**Designation**

Sales Manager North

New Delhi

**Working Profile**

Demand generation and brand creation for industrial tapes in northern regions  
Developing thermal insulation market of "Thermobreak Insulation" in the north  
Proliferation of insulation business through MEP consultants, contractors &Architects  
Appointing new distributor or dealer in unrepresented area and devising sales plan  
Guiding team members about technical know how of the products and it's application  
Expedite the sales through channels and team members and find out the niche application area of the products to improvise the sales figure

**Previous Job**

**Alutix Insulation**  
(Air Bubble Insulation Manufacturer at Raipur, Chhattisgarh)

**Designation**

**Regional Sales Manager NR**  
( Jun2018 to July2019 )

New Delhi

**Working Profile**

Channel partner development, approval of product through Architects and PEB consultants, brand promotion ,sales &business development among PEB and warehousing industry. Having keen perception of products in trade shows.

**Organization**

**Parmount Polytreat Chemicals P Ltd.**

New Delhi

**Designation**

**AGM Marketing & Sales (Jan2016 to April 2018)**

**Products**

Thermal insulation adhesives, coatings, heat resistant primer and paints, sealants  
Oxidized bitumen adhesive and buried pipe coating

**Work Profile**

Approval of products through MEP consultants, Appointing distributor and dealer, Project sales and sales through networks

**Area**

Delhi/NCR, Chennai, Bangalore, Hyderabad, Mumbai& Gujarat

**Task**

Proliferation of distributor and dealer networks in India  
Devising plan for dealer development and approval of products

	<p>Promotional activity for dealer network and brand visibility .</p> <p>Getting product approval through HVAC consultants and complete the business cycle until the sale is done.</p> <p>Getting continuous feedback from executives regarding new approvals.</p> <p>Imparting training to new employees and dealers regarding our products application.</p> <p>To assess the niche area where an innovative application might be done.</p> <p>To keep keen eyes on upcoming projects. Participating in trade show like ACREX to earn sales lead to the company and promote the business.</p> <p><b>Feed the requirements of Voltas,ETA, Sterling &amp; Wilson,LG, Zamil , Reliance and L&amp;T etc.</b></p>	
Organization	<p><b>Sipla Solutions, New Delhi - Manufacturer, supplier of RB Glass Wool Insulation, Rockwool and Loose Glass wool Insulation material</b></p> <p>(14 August 2013 to July 2015)</p> <p>Product approval, brand building, sales &amp; business development, Sales management</p>	
Designation	<b>Sr. Manager Marketing &amp; Sales</b>	
Task	<p>Analyzing and forecasting the sales data for day-today sales</p> <p>Appointing new distributor and dealer for market penetration</p> <p>Promotional activities for distributor and dealer network</p> <p>Coaching and motivating the sales team to perform the desired target.</p> <p>Preparing content for visual merchandising and marketing promotion</p> <p>To approach those projects where tailored insulation is required</p> <p>To feed the PEB projects , insulation companies for their insulation requirements.</p> <p>Dealer development and sales management of insulation materials</p>	
Achievements	<p><b>Appointed 14 new dealers in a year that led to 45% increase in annual sales and enhanced the product visibility and presence in Indian market.</b></p>	
Organization	Paramount Polytreat Chemicals P. Ltd.	New Delhi
	July 2010 to August 2013	
Products	<p>Protective coatings, anti corrosive coating, fire paint, sealants and thermal insulation adhesives , bituminous Coating for buried pipes, elastomeric membrane etc.</p>	
Designation	<b>Regional Manager Marketing &amp;Sales</b>	
Nature	Project Sales & Business Development	
Work Profile	<p>To get approval of the products by Architects and HVAC Consultants.</p> <p>Meeting with winner contractors for final project sales.</p> <p>Appointing distributor for HVAC Products in assigned territory.</p> <p>Take care of marketing promotion and distributor development for "Thermal Insulation Protective Coatings and Adhesive materials".</p> <p>Collection and follow up of payments from clients like Voltas, ETA, Blue- star etc.</p>	
Area	Delhi/NCR, Rajasthan, Hyderabad, Chennai, Ahmadabad	
Activity	Product Promotion, Brand Management, Distributor & Dealer Development, Sales & Business Development	
Advantage	<b>Approval of company products in 65 projects in a single year</b>	
Orgnization	A&M Infradevelopers P Ltd.	New Delhi
	(January2008 to April2010)	
	<b>Civil Survey &amp; Construction Works</b>	
Nature	<p>The company is dealt with erection of foot over bridge, construction of roads and pre-construction topographical survey.</p> <p><b>Project Acquisition, Negotiation, Retention &amp; Business Development,</b></p> <p><b>Team Handling ,Tendering and Corporate Communication</b></p>	
Designation	<b>Marketing Head</b>	

## Work Profile

To bring projects for civil survey and construction works through consultancies and Government departments like Flood & Irrigation, MES, PWD, Rites Ltd, Wapcos, L&T etc.  
Registration of the firm with various Government departments and Engineering Consultancies  
To search out upcoming projects and handle the tendering process  
To maintain relation with engineering consultancies for future projects  
To co-operate in preparation of technical and financial Bid and submit the tender  
Creating brand visibility and goodwill in the market for providing better survey services  
Corporate communication and company promotion through Consultants meeting  
Developing content for website and company profile updates  
To take care of recruitment process for Engineers, Supervisors Draught man and Surveyors.  
To handle the Survey team and due payments with Government Departments  
Presentation of survey drawing to the clients and keep the machines calibrated

## Achievement

Extended company presence in Indian market, bagged valuable orders from private and government engineering consultancies like Wapcos Ltd, Rites Ltd. etc.

## Organization

**India Bulls Securities Ltd.** **Varanasi**  
March 2006 to Dec 2007  
**Business Development Executive**  
Opening of DMAT account  
To motivate customers for investment

## Computer

**Diploma In Computer Application (Datapro)**  
MS Office, Networking, Internet & HTML

## Proficiency

## Digital Ability

Digital Marketing - SEO, SMM, E-Commerce and Affiliate marketing

## Educational Qualification

<b>MBA- Marketing</b>	<b>Lucknow University</b>
<b>B.A, English Literature</b>	<b>-V.B.S Purvanchal University Uttar Pradesh</b>
<b>Intermediate (PCM)</b>	<b>UP. Board Allahabad</b>

## Personal Details

Father's Name	Shri. Kailash Nath Tripathi
Marital Status	Married
Language	Hindi & English

Date:-

Place:-