



## **Curriculum Vitae**

### **Madhu Bhaskaran**

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#### **OBJECTIVE**

Seeking a Senior Managerial position in business development; encompassing marketing & sales, in a dynamic organization. I Can contribute actively towards general management and several other corporate functions for business & organizational growth.

#### **SUMMARY OF WORK EXPERIENCE / SKILLS**

Accomplished Product Manager with a track record of setting up markets and distribution chains, handling dealer networks, sales teams & entire region, strategizing & launching brands. All aspects of profit center and regional office management having experience of more than 28 years in Ceramic Industry.

#### **AREAS OF EXPERTISE**

- Setting sales & collection targets, achieving and exceeding them consistently.
- High volume sales & intensive brand launching, product placement & development.
- Setting up & maintaining strong, reliable and long lasting dealer networks.
- Maintaining high profitability of the branch or region.
- Complete man-manager & relationship management.
- Innovating at all levels to achieve final corporate goals even in most adverse market conditions.
- Achieving more than targeted growth in each financial year.

#### **EXPERIENCE IN INDIA SINCE 2018**

**Business Manager since 20018 in HOUSE OF CERAMICS**

## RESPONSIBILITIES

- Sales calls to dealers/ distributors of ceramic tiles, sanitaryware and hardware ( Branded goods )
- Follow up on orders
- Managed despatches independently
- Raised invoices on parties/ followed up on payments
- Dealt with manufacturers ( suppliers ) for supplies / despatches
- Dealt with transporters & transport documents
- Familiar with GST procedures / export invoicing / trading
- Familiar with building materials trade
- Familiar with banking procedures
- Well conversant with payment procedures
- Excellent Email skills
- Excellent communication skills in English, Hindi, Marathi and Malayalam

## EXPERIENCE IN SULTANTE OF OMAN ( 2008 – 2018)

### Product Manager ( Sales ) in Ahmed Mohsin Trading LLC since 2008

Working since July 2008 in Ahmed Mohsin Trading LLC one of the best products available in building materials in Oman having 95% of the product from Europe like Laufen, Grohe, Impronta, Ragno Marrazzi, Delabie, Nolte-kitchen and Porcellan from UAE . Basically involved in marketing and sales of Porcellan products and have accomplished brand in Oman Since 2008 and now Porcellan is a success Brand in Oman. We have successfully specified in MOD, Diwan, PDO, ROP, Hotels etc., and some successful projects in Oman.

## RESPONSIBILITIES

- Independently handling sales , collection , ordering process and management activities etc.,
- To maintain and expedite the sales growth scenario of the region, since company is in expansion stage.
- To check the stocks and liquidate on timely basis.
- To launch a completely new brand & product , from inception.
- To enter highly competitive market & establish a strong and reliable sales network.
- Identifying client requirement & specification, obtaining approval for production sample and conduct price negotiations to firm up the orders.
- Re-launching of old Products.

## EXPERIENCE IN U.A.E. ( 2000 - 2008 ) 8 years

### Senior Executive ( Sales ) in R.A.K. CERAMICS ( P.S.C. ) (from July 2000 - April 2008 ).

*Working since July 2000 in R.A.K. Ceramics (P.S.C.), a US \$ 500 million global sales ISO 9001 Company with exports to over 135 countries. Based at the corporate headquarters in the U.A.E. Senior level position in the Company, reporting to the Asst.*

*General Manager ( Local Sales) responsible for all marketing related functions with emphasis on boosting sales, new business development & brand building.. The Company was adjudged ARABIAN BUSINESS-- COMPANY OF THE YEAR 2004; & received the prestigious MRM BUSINESS AWARD FOR INDUSTRY for 2005 & is now one of the largest ceramic/porcelain tiles & sanitaryware manufacturer in the world. Contributed extensively in several ways to the growth of the Company during the 8 year work period where in the Company's sales more than doubled from USD 125 million to USD 400 million+ .*

#### **EXPERIENCE IN India (1995 - May 2000) 5 years**

##### **Export Sales Assistant in NEWAGE INDUSTRIES (from 1995 - June 2000).**

*Worked with Newage Industries since 1995 upto June 2000 , a 1000 cr. Company having its headquarters in Mumbai and factory in Gujarat one of largest producer and supplier of Fire Fighting equipment in India and overseas ,. Based at the corporate headquarters in the Mumbai as a Export Assistant, reporting to the Export Manager, responsible for Export documentation like pre-shipment and post shipment documents, timely deliveries of orders, negotiation with banks such as packing credit , L/c documents etc.*

##### **RESPONSIBILITIES**

- Actively involved in supply chain of products.
- Arranging Pre and post shipment documents.
- Negotiation with Banks for packing credit , L/C documents etc.
- Communication with factory and customer for timely delivery.
- Arrangement of DEPB and drawback documents etc.
- Arrangement of Export License with DDGFT
- Actively involved in sales promotion of HOSE Pipes.

##### **ACADEMIC DETAILS**

\* Bachelor of Commerce - Mumbai University

##### **PERSONAL DETAILS**

**Date of Birth:** 14 July 1974  
**Nationality:** Indian  
**Marital status:** Married  
**Address:** Flat No. 501, Chandan Upvan Co-Hsg Soc, Ltd.,  
Gawand Baug, Near Upvan Lake,  
Pokran Raod , Thane - 400610

**LANGUAGES:** Proficient in English , Hindi, Marathi & Malayalam

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