

Samir Chaturvedi

Seasoned Professional with 24 plus years experience in Sales, Marketing, Business development and Trading in Steel, Iron ore and Pellets. Have experience in various geographies like SAARC region, Middle East and East Africa region. Experience in handling cross functional and multi cultural teams

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Core Competencies

Attributes	Products	Markets
<ul style="list-style-type: none">➤ Strategic Business Planning➤ P & L Management➤ Sales and Marketing➤ Trading➤ Distribution Management➤ Market Research and Analysis➤ Client/ Supplier relationship management➤ Team Management	<ul style="list-style-type: none">➤ Pellets➤ Iron ore➤ Billets➤ Rebar➤ Wire rods➤ HR coils and plates➤ CR Coils➤ Galvanised and Zinc-Al Coated steel➤ Color coated steel coils and sheets➤ Tin Plates➤ Stainless steel – HR and CR➤ Hollow sections and Tubes	<ul style="list-style-type: none">➤ India➤ Srilanka➤ Maldives➤ Middle East➤ East Africa

Profile Summary

- B.E in Mining and M.B.E. in Marketing with over 24 years of experience in Sales & Marketing and Business Development
- Successfully achieved sales figure (2021-22) of 0.8 Million MT of Pellets and revenue of INR 977 crores (USD 140 Million)
- Successfully achieved sales figure (2020-21) of 2.4 Million MT of Iron Ore and revenue of INR 760 crores (USD 100 Million)
- Successfully achieved sales of 24KT of Billets and Wire rods in East Africa worth \$12 Million
- Established sales office in Tanzania for market development of ArcelorMittal's Ukraine Products namely Billets, Rebar and Wire Rods in Ethiopia, Kenya, Uganda, Tanzania, Rwanda, Djibouti and so on
- Played a key role in initiating and setting up of business model for Metal Roofing Division in Nashik for Everest Industries Ltd. that ensured business growth for the organization

Organizational Experience

Jindal India Limited

Since Sep'22

Vice President (Sales and Marketing) Steel Sheets Division

- Responsible for sales of 50,000MT/Month of Galvanised, Galvalume and Color Coated Galvalume steel into Indian and Overseas markets
- Responsible for developing dealership network for Jindal India Product range
- Responsible for brand campaign for Jindal India

MSPL Ltd, Hospet Karnataka

Oct'21- Sep'22

General Manager- Sales and Marketing (Pellets)

- Heading the Pellets business for the group, a portfolio of INR 1200 Cr (USD 160 Million).
- Analysis of price movement of Pellets, Sponge, Billets and Rebars
- Devising pricing strategy based on analysis of the above
- Defining value proposition for our pellets for different segments of customers.
- Export working for pellets business
- Market study for expansion of our Pellets business
- Drafting the Long-term agreements of yearly business with selected customers
- Rolling out Key Account Management strategy

Nov'18 – Oct'21

General Manager- Sales and Marketing (iron ore)

Key Result Areas:

- Heading the Iron ore business for the group, a portfolio of INR 1100 Cr (USD 145 Million). This involves customer relationship management, relationship management with other stake holders like Director of Mines, Forest department, Monitoring committee, etc.
- Analysis of price movement not only in Iron ore but also in pellets, sponge , billets and rebars to establish pricing structure and quantity allocation
- Heading the Trading division with emphasis export of Iron ore and Pellets
- Conducting feasibility study for export of Iron ore from Eastern Sector and Import of Coal from South Africa
- Team formation for trading vertical

- Involvement in downstream business for the company
- Forming relationship with Mine owners in Karnataka and Odisha
- Establish long term purchase and export contracts for Iron ore fines
- Budgeting for Iron ore and trade vertical
- Heading the business vertical of conversion of Iron ore to pellets by a third party and sales in domestic and Exports

ArcelorMittal International FZE, Tanzania

Jul'17- Sept'18

Country Manager – East Africa

Key Result Areas:

- Achieving business goals by supervising sales & marketing operations and driving sales initiatives
- Preparing long & short-term strategic plans to enhance sales & marketing operations hence achieving desired sales growth
- Managing various activities involving planning, execution and management in tune with the core business objectives
- Developing and executing innovative sourcing policies and procedures, helping increase revenues, streamlining workflow and creating team environment to increase productivity
- Envisioning & delivering insightful & innovative business solutions through corporate & business strategy planning, shaping future course for the organization and introducing innovative & cutting edge business solutions
- Recognising, qualifying & pursuing business opportunities by lead generation & conducting market surveys for mapping potential clients

Highlights:

- Ensuring maximum profitability in line with organisational objectives by implementing long-term business directions of the region; securing profitable business volumes by exploring business potential & clientele
- Catering East Africa Market by setting up sales office in Tanzania
- Spearheading market development for ArcelorMittal's Ukraine Products namely Billets, Rebar and Wire Rods in Ethiopia, Kenya, Uganda, Tanzania, Rwanda, Djibouti and so on

Previous Experience

Everest Industries Ltd., Nashik
General Manager (Metal Roofing Division)

Apr'16 – Jul'17

Highlights:

- Developed/ created business model for Metal Roofing Division
- Led procurement tie-up with colour coil suppliers
- Engaged in appointing Stockists, C&F Agents and Distributors
- Performed P&L Management
- Played a vital role in increasing:
 - No. of dealers from 28 to 43 (*resulted in 15% increase in Top line*)
 - Yearly sales from 1260MT in 2015 to 2100MT in 2016 (*67% increase*)
- Created visibility of Durasteel Brand in East & West Zone of India by taking various initiatives
- Successfully generated a gross profit of INR 12.6 million in 2016

Aluminium Africa (ALAF) Ltd., Arusha, Tanzania

Aug'12 – Mar'16

Branch Manager (Arusha Operations)

Highlights:

- Played a key role in implementing strategic plans that helped in achieving sales figures of US\$ 19.7 million in 2014 (*achieving 11% growth over 2013*) and
- Steered efforts and ensured sales figures of US\$ 18 million in 2013 (*achieving 19% growth over 2012*)
- Demonstrated excellence in increasing US\$ 4.2 million in 2013 by generating 8 new customers for the company
- Leveraged skills in improving and showcasing results through increment of pre-painted sheets sales by 21% (*the highest revenue generating product*)
- Spearheaded Roof Gallery (Retail) Sales accounting to US\$ 326,000 and 108MT in 2013
- Delivered outstanding contribution in enhancing Project Sales Volume in 2013 which was 230MT and ensuring an increase of 17%

Jindal Stainless Ltd., Dubai, UAE

Nov'10 – Jun'12

Country Manager – Middle East

Highlights:

- Steered efforts in achieving sales of 3750 MT of stainless steel in Middle East worth US\$ 12 Million in 2011-12
- Acknowledged for developing market (*predominantly captured by European products*) of 300 series for JSL
- Reviewing & analysing the requirement and accordingly launching 4 new customers in Saudi & UAE regions in a span of one year; expertly developed 2 customers in the OEM sector for cold rolled stainless steel in 300 Series
- Contributed in total sales in 2011-12, out of which 2800MT was in 304 & 316L grade of stainless steel where in past highest sales of these grades were 1600MT in a year

Uganda Baati Ltd., Kampala, Uganda

Jul'08 – Oct'10

Sr. Marketing Manager

Highlights:

- Attained sales of:
 1. 7300MT (worth US\$ 15 million) of colour coils & sheets in FY 2009 (*increase of 15% over FY 2008*)
 2. 2500MT of colour coated sheets in projects segment, up by 50% over 2007
- Introduced product advertisements through radio/billboard media
- Increased brand premium for staple products from US\$ 20 to US\$ 35 through brand awareness; organised customer meets, dealers meets and seminars with key end users
- Acknowledged for getting products specified in Ministry of Education and Ministry of Health resulting in sales of 600MT of colour coated sheets
- Developed ZincAL brochure for Safal Group

Growth Path/Deputations:

May'01 – Aug'02	Customer Account Executive
Sep'02 – Mar'05	Sales Manager (Middle East)
Mar'05 – May'06	Head (Sales)
Jun'06 – Jun'08	Head (Marketing)

Highlights:

- Led Delhi Metro Projects, obtained feedback from client on colour scheme, advantage of material & presentation and managed tendering; conducted a workshop on Use of Steel Sheets in Railway Stations to Replace Asbestos for RDSO (Research Design and Standards Organisation) under Ministry of Railways, India in 2007 and so on
- Acknowledged for getting products specified in various projects like LG Electronics, Escorts, DMRC, Naval Academy, NTPC and DRDO
- Proven skills in achieved sales of US\$ 8 million for coated products in North India for FY 2004-05, US\$ 9.7 million for FY 2005-06 and US\$ 10.3 million for FY 2006-07
- Capabilities in US\$ 9.5 million for Zinalume®, Galvanised Steel, Tinplate and Wire in Middle East for FY 2003-04
- Exhibited excellence in analysing the requirement and developing customer base of 6 new members in FY 2006-07 that ensured profits for the organization
- Played a key role in transforming customers in Galvanised Section in Middle East by using normal grade (340) to company's HI-Tensile Galvanised Products (Zinc Hi Ten G450) for Purlin
- Steered efforts in conducting seminar on Benefits of BlueScope Steel's Products in Mumbai in Jun'04 for architects, specifiers, end users & other steel players
- Merit of selling Spot Releases from mill to customers in Middle East at profitable margins
- **Mokul International, New Delhi** **May'00 – Apr'01**
Assistant Manager (Marketing)
- **Hyderabad Industry Ltd., Kolkata** **Jun'98 – Apr'00**
Assistant Area Manager (Marketing)

Personal Details

- **Date of Birth:** 8th June 1975
- **Languages Known:** English and Hindi
- **Address:** 1003 Rushiraj Habitat, Gangapur Road, Nashik, Maharashtra
- **Passport Details:** Z5893928 valid till 15th October 2030
- **Nationality:** Indian
- **Marital Status:** Married