

**RAVINDRA KUMAR SINGH****Contact Details:****Current Address**

Room No. 15, SRG Sadan,
Bhavna estate, near roar gym,
Sikandra, Agra, UP
Pin code: - 282007

Personal Data

Sex : Male
DOB : 10 May, 1992.
Email : rsravinder53@gmail.com
Mobile No: 7741014911

Career objective:-

To work in an organization where I can utilize my skills, knowledge and experience which will provide me excellent future opportunity for the organizational and personal growth.

Professional Qualification:-

PGDM - Post Graduate Diploma in Management, (Approved by AICTE), from SaiBalaji International Institute of Management Sciences (SBIIMS), Pune Batch (2013-15).

Specialization -- Marketing

Semester	1st	2nd	3rd	4th
Marks (%)	70%	69%	67%	60%

Academic Records:

Education	University/College Name	Year of Passing
B.com	Lucknow University	2013
Higher Secondary (Commerce)	CBSE Board	2010
High School	UP Board	2008

Summer Internship:

EDELWEISS FINANCIAL SERVICES LTD.

Project Title : Study of Consumer behavior in Equity Market

Project Profile :

- TO learn about the Equity market
- To fixed meeting through telephonic conversation
- Client interaction, at the time to provide awareness about the company product
- D-mat A/C opening.

Duration : 2 months (May 2014 to June 2014)

Work experience:

Everest Industries Ltd.

Designation : Senior Officer (Sales & Marketing)

Department : Sales

Location : Agra, Jhansi, Bareilly, Aligarh, Mathura and Vrindavan

Duration : April 2022 to Till Now

Responsibilities

- Responsible for driving secondary value & volume objectives in the assigned area.
- To aware about the new product in market.
- Distributor Handling, Market penetration.
- Identifying and appoint new dealers and manage existing dealer.
- Giving product presentation to Architect and builders.
- Handling Business to Business sales.
- Generating business through networking.
- Manage customer Relationships and resolve issues when they arise.
- Managing dispatch of dealer's orders.
- New outlets and execute visibility implementation & Merchandizing.
- Doing marketing activities like Canopy, newspaper insert etc.
- Handling team of 2 member.
- Taking sales review of my team every month.
- Giving training and development to my team.

AMBUJA CEMENT LTD.

Designation : Executive Marketing

Department : Sales

Location : Mumbai

Duration : Sept. 2018 to March 2022

Responsibilities

1. Branding and Improving Brand Equity:

- Identify the locations for the hoarding placement, wall paintings etc. and timely distribution of the sales promotion material
- Organize promotional activity as per the plan for Territory in order to drive positive brand equity index
- Create awareness of value added services like Mobile Lab, Information Centre, and Toll Free Number etc. for dealers, retailers and end customers

2. Business Delivery:

- Ensure easy availability and replenishment of allied products as per agreed SLAs, communication of pricing, discounts of allied products to UBS outlets
- Ensure the achievement of the sales target for the Depot (including UBS allied products) at agreed price positions
- Ensure timely collection of payments for keeping receivables under control / follow-up for timely collection of payment against sold material in the assigned area
- Explore the possible locations for new inventory points within the assigned territory in line with i2 network analysis
- Follow up with Zonal coordinator-UBS for setting up of UBS of identified counters

3. Channel Management:

- Collect the security deposit at the time of appointment dealer and enhance it according to the norms of the company and exposure in the market place
- Monitor dealers / customer's credit worthiness and alert management in case of any adverse developments
- Adhere to call cycle plan, collect the orders & payments and update.
- Execute the retailer meets, counter meets for sub dealers in assigned area.
- Track retailer level sales, stock replenishment through continuous monitoring

4. Customer Service and Responsiveness:

- Provide effective customer care service and attend the product and service related queries and resolve grievances as per SLAs to ensure customer loyalty and satisfaction

5. Business Development:

- Work towards increasing the business and profitability of channel partners by helping them in increasing sales from existing customers and in acquisition of more customers

KORES INDIA LTD.

Designation : Sales executive

Department : Sales

Responsibilities

- Responsible for driving secondary value & volume objectives in the assigned area
- Distributor Handling, Market penetration
- Identifying and appoint new dealers and manage existing dealer
- Managing customer database through MIS (CRM)
- Generating business through networking.
- Manage customer Relationships and resolve issues when they arise.
- Manage collection, outstanding follow up, balance conformation on monthly basis.
- Conducting promotional activities.
- Managing dispatch of dealer's orders.
- This position will ensure adequate service level in market & build business in existing
- New outlets and execute visibility implementation & Merchandizing.
- Data Management and Reporting.
- Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the region.
- Maintaining conducive professional relationship with all business partner
- Ensuring Sales and Distribution through Product Availability, Visibility in all outlets.
- Tracking Market Off-take and Penetration among new outlets.
- Maintaining accurate stock control.
- Tracking daily basis productivity through Distributor, Field force & area wise.
- Achieve target sets by company.

Location : Mumbai

Duration : (April 2017 to Aug 2018)

- Achieving **HIGHEST SALES REVENUE** in the financial year 2017-18.

Computer Proficiency:

- Diploma in Computer Application.
- Microsoft Office.
- Basic knowledge of Tally 9.0

Hobbies:

- Watching movies
- Playing Cricket
- Playing Indoor Games

Declaration:-

I hereby declare that the information provided by me is true to the best of my knowledge and belief.

Date:
Place: Agra

Signature
(Ravindra Kumar Singh)