

**DARSHAN SONI, AHMEDABAD, GUJARAT**

**MOBILE – 9558232470**

AREA SALES MANAGER WITH MORE THAN 21 YEARS OF WORK EXPERIENCE IN SALES, MARKETING AND ADMINISTRATION IN REPUTED COMPANIES IN AHMEDABAD, GUJARAT.

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**EDUCATIONAL QUALIFICATION - POST GRADUATE**

**B.E ELECTRONICS AND COMMUNICATIONS - GOVT. ENGG. COLLEGE, MODASA, NORTH GUJARAT UNIVERSITY, PATAN.**

**FULL TIME - (Distinction Grade)**

**MBA / POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS MANAGEMENT – FORT WILLIAMS COLLEGE, LONDON, BARBICAN UNIVERSITY, UK**

**SCHOOL – CU SHAH ENGLISH MEDIUM SCHOOL, AHMEDABAD**

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**WORK EXPERIENCE – TOTAL 21 YEARS**

**GELCO ELECTRONICS PRIVATE LIMITED (FEB. 2020 – CONT.)**

**POST – SALES MANAGER**

34 YEARS OLD REPUTED ELECTRICALS AND ELECTRONICS PRODUCTS MANUFACTURING COMPANY DEALING IN PRODUCTS LIKE FAN REGULATORS, STARTERS, CONTROL PANELS, DIGITAL TIMERS, DIGITAL TIME SWITCH, WATER LEVEL CONTROLLERS, AUTOSWITCH, SENSORS, PROTECTION RELAYS, VOLTAGE STABILIZERS, SERVO STABILIZERS, LED LIGHTS, FLOOD LIGHTS, SOLAR PRODUCTS, PUMPS, MOTORS ETC.

DEALER – DISTRIBUTOR NETWORK ESTABLISHMENT, PRIMARY AND SECONDARY SALES.

BRAND GELCO

**SURYA ROADLINES PRIVATE LIMITED (MAR 2017 – JAN 2020)**

**POST – WAREHOUSE MANAGER**

**INDUSTRY – TRANSPORT**

PART LOAD, FULL LOAD SERVICES ALL ACROSS GUJARAT.

**CINERAMA PRIVATE LIMITED**  
**FEB 2017)**

**(JUNE 2014 –**

**POST - BRANCH MANAGER**

**INDUSTRY – CONSUMER ELECTRONICS**

30 YEARS OLD REPUTED PAN INDIA COMPANY  
LEADER IN HOME AUTOMATION, ELECTRONICS HOME  
CINEMA SOLUTIONS, HIGH END HOME  
THEATRES, LIGHTING CONTROLS SYSTEMS AND  
SECURITY,

DEALERS NETWORK, TEAM HANDLING

BRANDS - KLIPSCH, JAMO, VIVITEK, ROKSAN,  
SHERWOOD, DENON, CRESTRON

**SALES INDIA PRIVATE LIMITED**  
**MAY 2014)**

**(MAY 2012 –**

**POST – BRANCH MANAGER**

**INDUSTRY – CONSUMER ELECTRONICS**

59 YEAR OLD REPUTED CONSUMER ELECTRONICS  
COMPANY HAVING MORE THAN 30 SHOWROOMS ALL  
OVER GUJARAT.

PRODUCTS – HOME APPLIANCES, COOLING  
APPLIANCES, KITCHEN APPLIANCES.

LED'S, REFRIGERATOR, AIR CONDITIONERS, WASHING MACHINES, LAPTOPS, DESKTOPS, SMARTPHONES, MICROWAVE OVENS, VACUUM CLEANERS, FLOUR MILLS, MIXERS, MIXER GRINDERS ETC.

TEAM HANDLING, CORPORATE SALES, INSTITUTIONAL SALES ETC.

BRANDS

LG,SAMSUNG,SONY,TOSHIBA,GODREJ,WHIRLPOOL,EL  
ECTROLUX, HAIER, SHARP,  
LLOYD,BAJAJ,PHILIPS,MORPHY RICHARDS,NATRAJ,  
DELL, HP, OPPO, VIVO, APPLE, LENOVO, ASUS ETC.

**BEST PRACTICES PRIVATE LIMITED** ( MAY 2009 -  
**APRIL 2012)**

**POST - AREA SALES MANAGER**

**INDUSTRY – HYGIENE CARE**

A REPUTED PAN INDIA COMPANY DEALERS OF  
HYGIENE CARE PRODUCTS, BRAND NEUTRALLE UK.

PRODUCTS WERE AIR FRAGRANCE DISPENSERS,  
AUTO JANITORS, WATER MANAGEMENT SYSTEMS,  
FLOOR CLEANERS, TISSUE DISPENSERS, TOILETRIES,  
ETC.

TEAM HANDLING, CORPORATE SALES, INSTITUTIONAL SALES ETC.

BRAND – JADE, NEUTRALLE

**RAMESH CORPORATION PVT. LTD.** (DEC 2003 – APR 2009 )

**POST – BRANCH MANAGER**

**INDUSTRY – CONSUMER ELECTRONICS**

30 YEARS OLD REPUTED CONSUMER ELECTRONICS COMPANY HAVING 4 CONSUMER ELECTRONICS SHOWROOMS IN AHMEDABAD.

PRODUCTS – HOME APPLIANCES, COOLING APPLIANCES, KITCHEN APPLIANCES.

LED'S, AC, REFRIGERATOR, WASHING MACHINES, LAPTOPS, SMARTPHONES, MICROWAVE OVENS, FLOUR MILLS, MIXERS, MIXER GRINDERS ETC.

BRANDS - LG,SAMSUNG, SONY,WHIRLPOOL, ELECTROLUX, HITACHI, ONIDA, VOLTAS, SHARP, BAJAJ, PHILIPS, MORPHY RICHARDS, MILCENT ETC.

**GELCO MARKETING PRIVATE LIMITED** (JULY 2000 – OCT 2003)

**POST – MARKETING MANAGER**

## **INDUSTRY – MANUFACTURING ELECTRICAL & ELECTRONICS**

34 YEARS OLD REPUTED ELECTRICALS AND ELECTRONICS PRODUCTS MANUFACTURING COMPANY DEALING IN FAN REGULATORS, STARTERS, CONTROL PANELS, VOLTAGE STABILIZERS, AUTOSWITCH, DIGITAL TIMERS, DIGITAL TIME SWITCH, WATER LEVEL CONTROLLERS ETC.

DEALERS NETWORKS, PRIMARY SALES.

BRAND GELCO

LANGUAGES – ENGLISH, HINDI AND GUJARATI

SOCIAL MEDIA – FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN