**HARIHAR PANIGRAHI**

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**1159A / 12, 2nd Floor, Govind Puri, New Delhi -110019**

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# To achieve excellence in the field of business development and marketing management by exhibiting the best of my knowledge, expertise and strategic skills.

**PROFESSIONAL OVERVIEW**

With a vast experience expanding beyond 20 years in the areas of Business Development, Marketing & Team Management, Brand Management, Sales Operations, Clients relationship, Logistics & Distribution, I have also dealt with Consumer Durables, Industrial Products & different Pipes (GI, MS & AC Pipes).

Specialties: Creativity for developing new products and new marketing strategies, new customers and outstanding customer service.

**CORE AREAS OF PROFESSIONAL SKILLS**

* Marketing
* Business Development
* Brand Management
* Corporate Leadership
* Strategic Planning
* New Project Development and Management
* Resource Management
* Image Building
* Channel Network
* Dealer & Distribution Management

**AREAS OF EXPERTISE**

# **Business Development, Marketing**

* Responsibility of Business Development in assigned territory
* Responsibility for execution, arrangement & monitoring of all Institutional Sales
* Evolution & execution of Long Term & Short Term Strategy for establishment of Institutional sales and marketing in India
* Monitoring of competitor activities and devise effective counter measures.
* Planning for the promotional activities
* Management of demand and supply
* Management of commercial & office activities
* Identification of business opportunities through market surveys
* Mapping of business opportunities as per targeted plans as well as through lead generation.

# **Team Management**

* Leading, mentoring & monitoring of team performance to ensure efficiency in business operations, meeting of individual & group targets.
* Creating an environment that promotes growth, motivating teams for optimizing their contribution levels.
* Quick study, with an ability to easily grasp and put into application, concepts, new ideas, methods and technologies. Dedicated, innovative and self-motivated team player/builder.

**ORGANIZATIONAL EXPERIENCE**

# **Total Numbers of Experience: 20 Years**

**January2010- Till date A Infrastructure Limited** **Senior** **Manager**

***“A Infrastructure Limited”*** *With a capacity of manufacturing 1, 00,000 MT per annum, AIL is the largest manufacturer and market leader of AC Pressure Pipes in India made from the state-of-the art Italian “Mazza” technology. Having presence in all Indian states, AIL belongs to the well-known “Kanoria Group” with a well diversified product-range from Asbestos Cement Sheets and AC Pressure Pipes to Sugars, Infrastructure, Pharmaceuticals and Textiles*.

### **SignificantHighlights**

* To develop business units into largely competitive business ventures
* To conduct extensive research to identify prospective corporate and institutional sales
* To analyse business potentials, conceptualise and execute strategies increase sales, augment turnover and achieve desired targets
* To bring about a significant improvement in the organization’s business results by strategies with specific success metrics
* To recruit and retain new sales personnel and conduct sales and product training program for them
* To enhance exceptional relation building skills to build and maintain a strong customer base
* To lead, mentor and monitor the team performance for higher efficiency in business operations and meeting of individual and group targets
* To visit End – Users, Consultant, Builders & Contractors
* To look after the supply chain & back office operation
* To plan for the promotional activities of respective area
* To get actively involved in preparing Sales Projection, constant monitoring of customers and providing information and feedback to the management on regular basis
* To manage the available resources discerningly

# **PREVIOUS WORKING EXPERIENCE**

**June, 2005- December, 2009 Jindal Pipes Limited** **Senior Executive**

***“Jindal Pipes Limited”*** *Right from the start ‘Customer focus, product superiority, operational excellence, guidance and constant learning’ have been the strongest values associated with Landmark. With the booming in ERW Pipes (MS Black & GI Steel Pipe) industry we have been delivering highly reliable services to our patrons and thus helping them to add value to their businesses.*

**Significant Highlights**

* To establish and develop business development & marketing with Delhi / NCR
* To demonstrate strong credentials to understand the organization’s business objectives and requirements
* To contribute to the process of product development through the creation and implementation of innovative ideas and strategies
* To actively participate in the process of promotional plans and strategies such as exhibitions, banners etc.
* To built long – term relations with the existing customers and develop successful relations with the new customers
* To conduct widespread market research and survey to generate new leads and achieve the specified targets in the assigned territory
* To get actively involved in preparing Sales Projection, constant monitoring to customers and providing information and feedback to the management on regular basis
* To build productive business relationship including customer visit to company site and travelling to key customer locations

**November, 2002- May, 2005 Pidilite Industries Limited** **Territory Sales Incharge**

***“Pidilite Industries Limited”*** *has been a pioneer in consumer and specialities chemicals in India It has been the market leader in adhesives and sealants, construction chemicals, hobby colours and polymer emulsions in India. One strong brand name of Adhesive, Fevicol has become synonymous with adhesives to millions in India*

**Significant Highlights**

* To build and develop sales and new profitable business for Pidilite in Delhi
* To appoint distributors for the attainment of regular monthly sales target
* To work with all dealers, sales executive to meet the assigned monthly sales target successfully
* To create marketing and sales plan for the products and services of Pidilite Industries Ltd.
* To meet primary sales target by preparing and executing detailed plans in the areas of operation
* To handle primary and secondary sales management by selling the products and services effectively to the end - users
* To expand Retail Network
* To control Distributor’ Outstanding Control
* To create new database of the possible clients list

**EDUCATION**

**Post Graduate Diploma In Business Management (Marketing)** from Centre for Management Development, Modinagar, Uttar Pradesh

**B.COM** with **(Accounting Honours)** from Utkal University

**LLB** from Utkal University

**SUMMER TRAINING & PROJECT UNDERTAKEN**

• An Analysis on Marketing System with special perception for Luminaries (Lighting Fixtures)

Development Institute for strengthening the employees.

Organization : Bajaj Electricals Limited (Delhi)

Duration : Two Months

**HOBBIES**

Listening Songs & Watching Movies

**PERSONAL VITAE**

Date of Birth : July 06, 1977

Languages known : English, Hindi, Oriya

Date:

Place: New Delhi (HARIHAR PANIGRAHI)