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PROFESSIONAL SUMMARY

Senior Executive with more than 20 years of experience and skilled in managing sales, operations, personnel, retail, dealer & distributor network, key accounts and merchandizing at district, regional and corporate levels.

SKILLS

- B to B Sales
- Channel Management
- Empowers high-performing sales teams
- Goal-Oriented
- Budgeting and Expense control
- Customer Orientation
- Sales and Business Development
- Presentations and Training
- Key Account Management/Retention
- Sales support operations
- BTL/ATL activities

CAREER SUMMARY

1. Uniexcel Agencies & Services Pvt Ltd | Vice President - Sales
2. FreeLancer
3. **Berger Paints India Limited** | Divisional Sales Manager | Rest of Maharashtra
4. **Asian Paints Limited**
 - Divisional Unit Head – Home Improvement | Gujarat & Rajasthan | **Sleek Kitchen Business**
 - Unit Head – Project Sales | Gujarat
 - Unit Head – Home Solutions | Hyderabad - To head **Consumer Service Function**
 - Sales Supervisor – Decorative Business Unit | Telangana
 - Senior Project Sales Officer | Nagpur
 - Senior Territory Sales In-charge | Amravati
 - Senior Territory Sales In-charge | Nasik
 - Territory Sales In-charge | Khandesh (Jalgaon)
5. **Rukmini Chemical Industries** | Sales Executive
6. **Aarti Engineering Company** | Sales Man

EDUCATION AND CERTIFICATIONS

- Senior Management Program – IIM C – 2016-17
- B Com : Magadh University, 1989
- Diploma in Accountancy, 1993
- Value Based Pricing – Online @ LinkedIn – October 2016
- Competitive Strategy – Online @ LinkedIn – October 2016
- Certificate in Management – B School, 2003
- Certificate in “Taking Charge – Building Sales Team” : KD Sales Excel, 2007
- Certificate in “Winning Customer” Program : Astrum Sercon, 2007
- Certificate in “Building Excellence” –People Management, Analysis & Planning : KD Sales Excel, 2009
- Certificate in “Capstone Business Simulation Program”: Capsim Management Simulation, USA
- Certificate in “Communication Effectiveness” : C2C, 2012

PERSONAL DETAILS

- Date of Birth: January 30, 1972
- Languages Known: Hindi | English | Bengali | Marathi
- Hobbies: Detective novels | Chess | Badminton | Match Box collection
- Social Cause | Certified Career Development Felicitator for students between 13-21 years age group

DETAIL WORK EXPERIENCE

Vice President – Sales, May 2018 onwards

Uniexcel Agencies & Services Pvt Ltd (A subsidiary of Gopani Group) | India Market

Responsible for business results (Top line and Bottom Line, MS Gain)

- Field footprint expanded from 4 to 10 spread in 9 states
- Bottom line improved by 1% by increasing per person top line load and cost saving measures
- New concepts introduced to ensure a sustainable business load year after year
- Large project dependency reduced by appointing dealers, OEMs and bringing new end users to the customer profile
- Recorded growth of >10% even during Covid period from India existing business.

FreeLancer, June 2017 to April 2018

Have been working on different projects as consultants with different companies

These projects involve understanding market potential, identify opportunity areas, Suggest product-price-people mix and prepare projected financial statements for next 5 years.

Divisional Sales Manager, June 2016 to April 2017, Pune

Berger Paints India Limited | Rest of Maharashtra

Responsible for business results (Revenue through retail & project business, Input management, MS gain)

- Ytd Growth rate revised from -12% at June to +9% Ytd March
- Appointment of distributors in weaker markets
- Stabilization of highly fragile team across region
- Brought discipline to input management which further added to profitability to the organization
- Supporting Project Sales team in writing proposals and closing contracts
- Successfully launched and seeded new products across geography, largest volume in West Zone
- High degree of influencer's engagement through ATL/BTL activities

Divisional Unit Head, May 2014 to May 2016, Ahmedabad

Sleek International Pvt Ltd (A subsidiary of Asian Paints Ltd) | Gujarat and Rajasthan

Responsible for sales and operations of **Modular Kitchens and components** with team of 25 members comprising Regional Managers, BDMs, Design Managers, Designers and Supervisors.

- Appointed distributors in identified markets in the new market of Gujarat
- Set up franchise stores in key towns of Gujarat and Rajasthan
- Established processes to improve customer experience at company owned showroom. CSS crossed 90%
- Introduced Sleek Kitchens to a number of large projects
- Award winning participations in exhibitions and high degree of BTL activities
- Turnover reached from 30 Lakhs to 3.5 Crores within 2 years in Gujarat
- Recorded a cagr of 20% in Rajasthan

Unit Head – Project Sales, November 2010 to April 2014, Ahmedabad

Asian Paints Limited

Responsible for sales and operations of Project **Sales function** for assigned geography with a team of 10 members comprising Project Sales Officers, Admin and Technologists.

- From 20 Crores turnover to 80 Crores during the tenure.
- Market share in project business revised from 30% to 45%
- Addition of more than double the number of partners to loyalty programs for influencers
- Addition of a number of large key accounts to establish a sustainable source of business
- Major reduction in customer complaints by continuously working on back end system and processes
- Ensured high degree of team engagement through continuous working on skill development and training
- Best Sales Unit award for 2011-12 at country level

Unit Head – Home Solutions, June 2010 to October 2010, Hyderabad

Asian Paints Limited

To head **Consumer Service Function** with a team of 26 members comprising Sales and Back end support.

- Ensure that top line and bottom line CSS are within targeted level by delivering high degree of quality service to the end user. Overall CSS maintained in excess of 95%
- Ensure that all stake holders (Franchisee, Influencers and Dealer network) are engaged and delighted by providing them consistent profitable business
- Spot Recognition Award in 2010 for contribution made to AP Home Solutions in a short span of time

Sales Supervisor – Decorative Business Unit, August 2006 to May 2010

Asian Paints Limited

Responsible for business results (Revenue and Market Share) for Telangana region by ensuring very high focus on business generation activities and providing framework for planning, executing and idea sharing across territories.

- Achieved year on year growth in excess of 20%
- Increased market share by 6% during the period in an already HMS scenario
- Designed and implemented programs and promotions for key applicators across the unit. Actively engage mass painters, B class contractors and AID segment in the city
- Drive activities in the network to ensure that the retail service usage is scaled up and achieve the objective of providing differentiation to this set of dealers. To plan and drive initiatives at Network / influencer and end consumer level
- Got “Divisional SSO of the year” award for 2007-08 for highest sale in East division

Senior Project Sales Officer, April 2006 to July 2006, Nagpur

Asian Paints Limited

- Set up system and processes for this newly created profile
- Acquired large users by developing relations with Architects, Builders and other influencers
- Achieved a sales turnover in excess of 30 Lakhs in 4 months

Senior Territory Sales In-charge, April 2001 to March 2006, Nagpur & Nasik

Asian Paints Limited

- Handled two of the largest territories of west division, Nasik and Amravati, for 3 and 2 years respectively
- Maintained a very high market share of 85% in both geographies
- Develop relations with architects, IDs, contractors and builders to seed new products and concepts
- Managed a turnover of more than Rs 10 Crores and a dealer network of 50 plus in both territories
- Won a number of key accounts to ensure consistent business for the organization

Territory Sales In-charge, January 1998 to March 2001, Jalgaon

Asian Paints Limited

- Handled dealer network of one of the most competitive markets of Maharashtra
- Revised market share by more than 7% by turning competitors' dealers into our exclusive counters
- An yoy growth of more than 30% recorded in last 3 years against market gr. rate of 9 to 11%
- Coordinated with legal cell to wipe out look-alikes and duplicates from the geography
- Network reach increased from 35 dealers to 60 in 3 years
- Awarded with “Josh TSI of the year” award – a country level award – for the year 2000-01

Sales Executive, June 1996 to December 1997, Nagpur

Rukmini Chemical Industries

- Marketing of various industrial inks for clients and industries spread across India
- Acquire and service new customers. A few key customers won are: Grasim Industries Ltd., Nagda, MP | ACC | Built Pack Limited, Indore | Lloyds Steel, Wardha
- Turnover reached from 1.2 Crores to 4 Crores within a year

Sales Man, February 1996 to May 1996, Nagpur

Aarati Engineering Company

- Filling and filing competitive tender forms, coordinate with various government bodies, realization of payments