

## KSHITIZ LOHIA

Contact: 8826899877

E-Mail: lohia\_kshitiz@hotmail.com

### CAREER OBJECTIVE

Seeking managerial level assignments in Sales Operations / Business Development with a leading organization of repute.

### PROFILE SUMMARY

- **PGDBM with over 20 + years' Experience in:**

~Sales & Marketing	~Business Development	~After-Sales Operations
~Channel Management	~Budgeting & Forecasting	~Branding & Promotion
~Recruitment & Selection	~Market Research & Analysis	~Territory Operations
~Training & Development	~Team Management	~Key Account Management

- Presently associated with Total Energies. Business Development Manager – North.
- Skilled in expanding market, generating new trade and targeting the potential customers.
- Proficient in prioritizing business needs of OEM's and responsible for workshop business for all Genuine/Multiband Workshops.
- Excels in creating & positioning brands, determining strategic direction and executing aggressive project plans.
- Successfully handled products like Lubricants (Automotive & Industrial Lubricants) & Financial.
- An effective communicator with strong problem solving, initiative and interpersonal skills.

### CORE COMPETENCIES

- Carrying out sales & marketing operations for increasing sales growth; formulating competent business plans to market a wide range of products and achieve targets.
- Analysing latest marketing trends & customer behaviour, conducting competitor analysis and gathering market intelligence for streamlining operations.
- Identifying prospective partners, generating business from new accounts and developing them to get consistent profitability & growth.
- Building & maintaining healthy relations with major OEM's and business partners.
- Networking with all dealers resulting in deeper market penetration and improved market share.
- Managing customer centric operations and ensuring satisfaction by achieving delivery & service quality norms.
- Recruiting, mentoring and training field functionaries to ensure the sales & operational efficiency.
- Creating & sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst the team members.

### ORGANIZATIONAL EXPERIENCE

**June 2013 – Till Date      TOTAL ENERGIES / NORTH– Business Development Manager**  
**Vertical Responsible:      Lubricants Business (Workshop Sales)**

**Key Result Areas:**

- Currently Responsible for Business Development of North workshop (Service Fill) for all Tie up's with OEM's Maruti /DCIL/Mahindra/ Eicher/Chevrolet India etc & For Multiband Workshops in coordination with After Market team.
- Responsible for AC DELCO – LUBRICANT Business through Automotive Distribution in coordination with AM team.
- Monitoring Profitability of complete portfolio of each individual OEM's.
- Accountable for all in all delivery to network route to establish mechanism of optimum utilization of time and resources.
- Provided training to Aftermarket Sales Team related to product & their USPs.
- Organized various consumer service camps & dealer meets on monthly basis in different sales areas to improve business growth rate.
- Worked to improve brand visibility through Branding at all major workshops across OEM's/Multiband Workshops.
- Managed various key accounts through workshop while giving them various support in terms key activity.
- Implementing sales promotional activities as a part of brand building/market development effort.

**Highlights:**

- Acknowledged as all India Best Performing ASM in year 2014.
- Previously handling workshop business for North & Eastern Region before Merger of Segment.

## PREVIOUS EXPERIENCE

**June 2008 –April 2013      HDFC BANK LTD /GHAZIABAD (U.P) as Branch Manager**  
**Responsible for:          Entire Branch Sales & Operations.**

### **Key Result Areas:**

- Managing the complete sales operations with key focus on bottom line profitability by ensuring optimal utilization of available resources.
- Implementing policies/procedures for the all round development of banks & reducing overall costs to the bank through various means.
- Supervising Tellers and PB's in the branch, authorizing Tellers and PB's transactions.
- Liaisoning with various branches for aspects related to client servicing.
- Following the process /procedure of the bank & the guidelines of RBI for approving the documents.
- Ensuring compliance to rules and regulations of Reserve Bank of India including latest circulars and notifications.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing Valuable inputs for fine-tuning the selling and the marketing strategies.
- Assessing the customer feedback, through feedback from branches and, evaluating areas of improvements.
- Request and complaints of the entire branches that are escalated ensuring that they are resolved within the stipulated TAT.
- Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team member.

### **Highlights:**

- Acknowledged as a Best Branch Manager in year 2012 in Entire Zone.
- Successfully handled the various profiles in the bank.
- Joined bank as Relationship Manager then promoted as Branch Manager in span of 1.5 Years Only.

**Aug 2007-May2008      ICICI BANK LTD / MEERUT as Relationship Manager**  
**Responsible for:          Retails Assets Product Loan for Commercial Vehicle.**

### **Key Results Area :**

- Ensuring assests sales in favour of ICICI bank.
- Mentoring a team of officers/executives working at the front level.
- Instrumental in organizing various events for clients designed to impart latest financial market information and other relevant subjects.
- Adroit at preparing action plans and feedback reports based upon various meetings with the clients.
- Demonstrated excellence in handling the positioning & cross selling of **Life & General Insurance** products to existing & prospective clients.

**Jan 2006 – Aug 2008      J.K TYRE & INDUSTRIES LTD DELHI as Sr. Sales Officer**  
**Responsible for:          Sales of Passenger Car Tyre for East/Central & Noida Market.**

### **Key Results Area :**

- Deft at handling 40 Car Tyre dealers Big Fleet owners including of Govt Undertakings.
- Ensuring Valuable after sales service of all dealers in technical aspects.
- Instrumental in organizing various events for clients designed to impart latest financial market information and other relevant subjects.
- Adroit at preparing action plans and feedback reports based upon various meetings with the dealers.

**July 2004 – June 2005**      **CEAT TYRES LTD AHMEDABAD as Territory Manager**  
**Responsible for:**      **Sales of all segment Tyres for upcountry Market.**

**Key Results Area :**

- Deft at handling more than 25 Truck & Non truck dealers for Ahmadabad upcountry market inclusive of Big Fleet owners and Govt Undertakings.
- Ensuring Valuable after sales service of all dealers in technical aspects.
- Instrumental in organizing various events for clients designed to impart latest financial market information and other relevant subjects.
- Adroit at preparing action plans and feedback reports based upon various meetings with the dealers.

**Aug 2000 – May 2004**      **EUREKA FORBES LTD MEERUT as Sr. Sales Representative**  
**Responsible for:**      **In direct sales of Aqua guard & Vacuum Cleaner products.**

**Key Results Area :**

- The Best company who deals in Home Appliances product like Water Purifiers / Vacuum Cleaner Etc.
- Handling of Individual customers through direct sales concept .
- Adroit at preparing action plans and feedback reports based upon various meetings with the Group Leaders.

**Highlights:**

- Had been Qualified for Prestigious Club of company **Silver Circle Club** by selling **21 Units Per Month** Continuously for seven months in year 2002 & 2003.

**IT SKILLS**

Well versed with:  
MS Office (Word, Excel and PowerPoint)  
MS Windows

**EDUCATION**

2004      PGDBM From Institute of Productivity & Management (Meerut).  
2000      B.Com from C.C.S University Meerut.  
1997      12<sup>th</sup> from CBSE Board Meerut.  
1995      10<sup>th</sup> from CBSE Board Meerut.

**PERSONAL DETAILS**

Fathers Name: Shre.Ashok Kumar lohia  
Date of Birth: 07<sup>th</sup> March 1980  
Interests & Hobbies: Reading Books & Playing cricket .  
Strengths: Positive Attitude.  
Permanent Address: G-15, Block -2, Express Garden Indrapuram Ghaziabad (Uttar Pradesh) 201010.

***Kshitiz Lohia***