

Shrenik Kochar

Personal

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Address:
23, Mount Pleasant, Coonoor,
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Skills

Strategy



Analytics



Business Development



Customer Relationship



Brand Development



Marketing



Professional

Innovative, ambitious, forward-thinking with over 12 years of experience in the areas of Sales, Marketing, Brand Development and Business Development. Outgoing, enthusiastic professional with outstanding communication skills and strong ability to identify, develop, and cultivate strategic relationships. Motivated and eager to utilize skills gained through experience to join a reputable, growth-oriented company.



Employment

Working Partner, P.S.Tea Industries. Coonoor, TamilNadu

Apr. 2020 – Present

- Working to retain & add **domestic & international clients**
- Improving **Sales** and adding to the **Product Portfolio**
- **Plan budgets** and arrange for **purchase** of Tea & Coffee
- **Brand Building** and **Online presence**
- **Stock Control** and **Forecasting Order** and **Analysis**
- Building **Customer Relationship** and **Retention**
- Improved **Domestic sale** by **400%**

Director, Kochar Tea & Beverages Pvt Ltd. Coonoor, TamilNadu

May. 2012 – Present

- Developed **Brands** and **Products** from scratch
- Launched **Products** in handled **Marketing** and **Brand Development** in **14 States**
- Started **Exporting** of **Tea & Coffee**
- Handled **Logistics & Payment Collection**
- Improved **Turnover** by **300%**
- **Integration of Reporting Systems**

Director, Orajias Teas & Botanicals Private Limited. Coonoor, TamilNadu

Feb. 2021 – Present

- Working to develop **new products** for the **US market**
- **Data Analysis** to know the purchase cycle and Demand of **Products**
- **Design of New Products**

Partner, The Chefs Story. Chennai, TamilNadu

Jan. 2016 – Jan. 2020

- Provided Consultation on **Menu Items & Interior Design**
- Featured in **The Hindu**
- Closed due to **COVID**

Partner, 1002 BC. Coimbatore, TamilNadu

Jan. 2019 – Jan. 2020

- Opened **Coimbatore's** only **Veg Barbeque Restaurant**
- Handled **Procurement, Online Sales, Menu Items**
- Analysis of Customer Promotions
- Featured in **Indian Express**, Closed due to **COVID**

Assistant Systems Engineer, Tata Consultancy Services. Chennai, TamilNadu

Aug. 2009 – Apr. 2012

- Handled **Software Bugs** and gave **Workaround**
- Started Learning **Development of Software** using **Visual Studio**
- Recognized by the Parent Company **Neilsen** and **Tata Consultancy Services** for **Troubleshooting**



Educatio

Narsee Monjee institute of management studies, Mumbai, Maharashtra

MBA, Marketing & Leadership and Strategy, Present

P.S.G College of technology, Coimbatore, TamilNadu

Bachelor of Engineering, Electronics & Communication Engineering, Apr. 2009