

Dr MANDAR KASBEKAR

Res.: 022-28926301 ~ **Mobile:** 09820055028 ~ **E-Mail:** m_kasbekar@yahoo.com

Senior level managerial assignments in Business Development, Retail Sales, Dealer Management and Key Account Management with a growth oriented organisation.

Location Preference MUMBAI

PROFESSIONAL SYNOPOSIS

JUNE-2016-PRESENTLY WORKING AS A ASSISTANT VICE PRESIDENT WITH TAJEDUGLOBE EDU LTD HANDELING (PAN INDIA)

A competent professional with significant experience of **over 20 years** in managing entire breadth of Retail Sales and Dealer Management Operations. **Head – Retail with Hyderabad Industries Limited (C.K. Birla Group), Mumbai. From jan 2011 to may-2016.**

Result focused & effectual leader with demonstrated skills in turnaround of underperforming businesses.

Proven track record of contributing towards the growth of sales & revenue of the product and establishing new distribution networks for the same.

Nurturing long term strategic partnerships for enhanced business prospects & augmenting business prospects.

Adept in conceptualizing and executing strategies to drive business growth & achieve desired target as well as monitor competitor activities to retain market share.

Exceptionally well organized with a track record that demonstrates self motivation, creativity & initiative to achieve personal & corporate goals.

Adept at working and performing under demanding work environments, meeting deadlines and steering the organization to progress and profitability.

THE BUSINESS SKILLS

Business Development

- Utilizing client referrals & personal network to develop marketing intelligence for generating leads.
- Exploring & developing new clients and negotiating with them for securing profitable business.
- Effectuating pre-planned sales strategies for accomplishment of performance milestones.

Dealer Management

- Liaising with the dealer in order to achieve the set target, along with identifying and developing reliable dealers / distributors for increasing market visibility.
- Monitoring end-to-end process flows in order to ensure operational efficiency

through dealers.

- Developing & expanding the dealer channel network to enhance product reach & business targets.

Key Account Management

- Networking with prospective clients, generating business from the existing accounts and achieving profitability & increased sales growth.
- Identifying prospective clients from various sectors, creating new business opportunities and generating business from existing account, thereby achieving business targets.
- Interfacing with clients for understanding their requirements & suggesting the most viable solutions / products and cultivating relations with them for customer retention & securing repeat business.

Team Management / MIS

- Imparting continuous on job training to the workforce for enhancing their productivity & operational efficiencies through knowledge enhancement / skill building.
- Managing a team of Associates and monitoring their performance to ensure efficiency in process operations & meeting of individual / group targets.
- Generating periodic reports for review, analysis and improvement of team's performance.

CAREER HIGHLIGHT

- Gained working exposure in China for 6 months.

PROFESSIONAL EXPERIENCE

Since Jan'11-june 16 with Hyderabad Industries Limited - (C.K. Birla Group),

Mumbai as Head – Retail

Team Size: 25

Role:

- Handling Mumbai region & **developing Birla Shoopie. Appointed Shoopie,s for end consumer to get actual feel of product,More focuss for architect,Builders**
- Setting new system of reporting.
- Appointing freelancers & achieving branch target.
- Reporting to National Head - Vice President
- Develop interior MAHARASHTRA MARKET
- Appointed 5 Dealers within 3 Months which shown growth of 40% in Market Share

Nov'06 - Jan'11 with H&R Johnson (I) Ltd. Maharashtra / China as Deputy Sales Manager
Team Size: 10

The Highlights:

- Handled entire Mumbai & launched new market.
- Handled big projects & cleared pending issues.
- Implemented SAP at dealer network & handled 2 depots.
- Tapped undiscovered market & set high standard of sales.
- Looked after turnkey accounts, architects, dealers & retail network.
- Worked with top dealers & builders like Rahejas, Summer, Kalpataru, etc.
- Nominated to study China Tiles Market for 6 months.
- Achieved big projects like Mahindra Gesco, Lodha, IVCRL, etc.
- Appointed as Core Team to develop new market & In-house Trainer by Managing Director.
- Increased branch target from 40000 SF to 140000 SQ FT every month in span of 2 years.

Apr'03 - Oct'06 with E.I.D Parry (I) Ltd., Mumbai as Area Sales Manager
Team Size: 5

The Highlights:

- Handled entire Mumbai & launched new products successfully within a short period of time.
- Increased the area constant growth by 33%.
- Recognized as the **highest seller** of Slim Line Tank all over India for 3 years.
- Received highest incentive in the year 2005.
- Appointed to develop trainer for New Management Trainee.

Jun'98 - Mar'03 with J. K. White Cement, Mumbai as Sales Officer

The Highlights:

- Handled South as well as Central market including distribution network & builder segment.
- Developed new markets like Dharavi and Sion with highest sale.
- Received Active Best Performer Awards for 2 years in all over India.
- Actively set up new policy to beat close competitor (Grasim).
- Shown constant growth of 12% against target of 8%.

COMMENCED CAREER

Apr'96 - May'98 with Goodlass Nerolac Paints Ltd., Location as Sales Representative

Distinction of handling the main market such as South Mumbai and shown 10% growth within first 6 months.

PROFESSIONAL QUALIFICATION

2011 Completed Phd(clinical psychology) from woodfield university from U.S.A

2001 Diploma in Sales & Marketing from Welingkar Institute, Location, Mumbai University.

2000 Diploma in Business Administration, Import & Export and Finance Management from All India Institute of Management Studies, Location with 1st Class.

1998 Post Graduation Diploma in Sales & Marketing Studies from K .C. College, Location, Mumbai University with 74%.

1996 B.Com. from Sathaye College, Location, Mumbai University.

IT Forte:

→ Conversant with MS (Word & Excel), Internet Applications and SAP.

PERSONAL DETAILS

Date of Birth: 9th November, 1975

Address: 22B/23, Govind Nagar, Sodawala Lane, Borivali (West), Mumbai – 400092.

Languages known: English, Hindi and Marathi