SUDHIR PARIHAR

“” Shri Darshan”, Nilgiri Hills,

Dhawlim- Ponda.

403 401 - GOA.

[parisudgoa@gmail.com](mailto:parisudgoa@gmail.com)

sudhirparihar123@rediffmail.com

Ph: 9372720073 / 8830430785

Seeking challenging assignments in Business Development, Retail Network Development, Channel Management with an organization of repute.

**Career Conspectus**

* A strategist and a result oriented professional having over **Twenty one years** of rich experience in Project Management, Retail Network Development, Channel Management, Recoverables, Government liasoning & Team management operations, Procuring of new land banks.
* Proven skills in setting up new retail operations and networks to accomplish sales and profitability.
* Adept in managing the channel network for maximum market coverage and monitoring their activities for enhanced growth.
* A team player with skills in augmenting revenues, market shares & launching new products.
* Organizing and designing events for promotion for brand building and segment marketing under ATL, BTL & TTL advertising techniques.
* Expertise in handling over all Profit Centre Operations for assigned territories.

**Areas of Expertise**

1. *Profit Centre Operations, Procurement of new & profitable land banks & Event Management / Execution.*

* Handling the overall business operations that involve conceptualizing and implementing sound business strategies for accomplishment of sales targets.
* Selection of land banks keeping in vision the forecasted market value of the land in the near future & further scouting the right business associates to have JV with if required.
* Undertaking business review on regular basis and resolving the problems/ obstructions in market amicably.
* Implementing competitive sales strategies, promotional activities for achieving targets and augmenting business growth.
* Responsible for recovery from market, i.e. from Government bodies, Fleet owners, Institutions & Corporates.
* Leading & monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets.
* Ensuring Market positioning through competition analysis.
* Strategizing various promotions for my product and brand building by adopting plethora of modus operandi.

1. *Channel Management*

* Developing and sustaining the existing network and effectively managing the supply chain for meeting the projected sales targets.
* Expanding franchisee/dealers infrastructure and appointing new partners in untapped markets.
* Evaluating performance & providing the distributor with the right product mix.
* Setting up new company/franchisee in target markets for launching of new/ improved brands.

1. *Retail Network Development & Operations*

* Conducting feasibility study and profit evaluations for new network expansion projects.
* Establishing new retail outlets for revenue enhancement and greater market penetration.
* Land procurement.
* Implementing sales promotions targeted at customer profiles and product segments.
* Coordination with government bodies for the procurement of land and obtaining necessary sanctions/approvals for commissioning of the outlets.
* Analysis of seasonality sales, and strategizing business ethics accordingly.

1. *Team Management*

* Providing direction, motivation and training to the field sales team for ensuring optimum performance.
* Effectively interfacing with people at all levels, managing healthy work environment in the production department and inculcating bonded teamwork with high work ethics.
* Motivating the team members and channel partners through effective incentive plans & achieving over all targets consistently.
* Able to create and retain self team on a constant basis round the year.
* Ensuring a daily mechanism of team reporting through a structured format and later ensuring it to get set up in an auto pilot mode.

**Career Matrix**

**August 2018 till date – Business Partner- Kartikey Enterprises:**

* Sole distributor for Glow earth Plywood from Bangalore and supplying marine and commercial plywood to entire state of Goa.
* Having in house team of carpenters and we undertake the interior furnishing work for the entire apartment/house/office.
* **Real Estate Channel Partner.**

**September 2013 till July 2018 with Umiya Builders & Developers- GOA.**

* Heading Goa operations in terms of Administration & Marketing.
* Responsible for liquidating properties in Goa worth 450 Crores.
* Designing schemes & strategies & floating them in the market for new sale generations.
* Assigning and accomplishing monthly Targets.
* Having a yearly marketing budget planned which is further split into monthly budgets for advertisement & promotions.
* Successfully planned national and international property shows targeting a scattered customer clientele, executed various road shows and extempore offers for customers, had a balanced media mix for print & radio advertising, had trained in person various company corporates about the product mix and assured ROI from the same by helding seminars and presentations.
* Scouting for new properties which shall attract residential & commercial investors.
* Liaisoning with Government bodies such as Registrar Office, PWD, Town & Country Planning & Panchayat offices for obtaining necessary permissions.
* Identifying Business Prospects for the commercial properties we intend to lease & negotiating & finalizing the payment logistics with them.
* Handling a Team of 8 sales managers, 4 accounts and 3 admin managers, 1 liasoning officer & 2 customer care executives.

**September 2012 till August 2013 with IDBI Insurance- GOA.**

* Handling Goa for IDBI insurance and responsible for generating and enhancing revenue for the company.
* Exploring new ideas for enhancement of business by appointing new channel partners, free lancers, competitors agents, re investments by existing clients, referrals, BTL marketing activities, etc.
* Identifying HNI clients for a higher ticket size business.
* Training managers and channel partners periodically for keeping them a briefed on market, on the company policies and approach to clients.

**Aug -07 till August 2012 associated with “Reliance Communications Ltd” as a Senior Manager – Based at GOA.**

* Have looked after Pune City & up country markets like Daund, Baramati, Satara, Saswad, Talegaon, Chakan & Raigad area from Aug 07 till April 2011 & post that looking after Goa state.
* Responsible for over all business augmentation for the Web Expresses in the said areas.
* Possessing the liberty to capture big corporate leads by offering flexible plans in the market.
* Successfully launched “Blackberry” in Pune City & had done various event management shows for visibility for the product and it’s awareness.
* Responsible for expansion of outlets in un represented areas.
* Conducting training program’s for my Team & channel partners.
* Increasing & ensuring the maximum ROI for every channel partner & reviewing the same monthly.
* Successfully launched GSM Prepaid & Postpaid in Pune market & had opened the first FOFO in M & G circle.
* Having a dedicated sales team of 4 Dy. Managers & 1 MIS Officer.

**November 04 to July 07 with “Essar Oil Ltd,” Based at Kolhapur as TSM looking for Kolhapur, Sangli, Ratnagiri, Sindhudurg & Goa.**

* Planning for and achieving sales, site acquisition and network expansion targets.
* Manage a team of reporting Engineers to work towards technical solutions during the process of commissioning the retail outlets & development of local vendors.
* Recognised for the training and development of the team.
* Distinction of appointing & developing channel partners & vendors for west Maharashtra.
* Distinction of commissioning operations for record 14 EOL fuel stations in a year.
* Instrumental in initiating and overseeing projects from commencement of construction till the commissioning and opening it to the public.
* Played an active role in obtaining legal and administrative clearances, NOCs and licenses for over 26 sites of Essar outlets.
* Significant contribution in planning the network in the division after thorough trading area analysis and feasibility studies.
* Successfully expanded retail network by acquisition of suitable sites and appointing franchisees for the company.
* Had opened the FIRST Private sector Retail outlet in the state of Goa.

**May’03- Oct’04 with “Reliance Petroleum Ltd”, Maharashtra as Sales Officer, South Maharashtra**

* Played a key role in developing three-tier channel for marketing domestic/ commercial LPG cylinders, targeting the rural markets based on Hub and Spoke model.
* Merit of devising & maintaining service and safety standards followed by the company.
* Pivotal in initiating the finance scheme through co-operative societies/local banks, organised rural market based promotional activities and become market leader in the agro based rural market for Reliance LPG.
* Successfully obtained licenses for setting up over 200 LPG dealers.
* Distinction of developing deep-rooted rural Sales Channel (Hub & Spoke Model) of 4 distributors and 200 + dealers.
* Actively involved in surveying the commercial LPG markets of Solapur & peripheral districts and successfully launched commercial LPG in industries and hotels.
* Responsible for Recovery of Payments from Industries & Hoteliers.

**May 01- May 03 with “MRF Tyres”, Marketing Executive -Saurashtra & Kutch.**

* To handle a Distribution Network of 42 Distributors in the allotted area and responsible for generating sale in the given territory.
* To design sales promotion strategies in the region in order to enhance sales.
* To organise seminars and demo’s in order to educate the masses about the product.
* Dealing with Government parties & supplying them tyres directly & responsible for recovery of payments from GSRTC.
* Responsible for new dealer training programs & development.
* Successfully launched the premium truck tyre SLG50 at Rajkot & availed the award for maximum growth for the same in the region.
* Opened 8 Exclusive dealers in the region, & opened one “Tyres & Service” at Rajkot which was then the second of its kind operating in entire Gujrat.
* Introduced radial tyre market even in the rural belts of Kutch.
* Achieved 40% growth in truck tyre segment over the prevailing slab.

**Educational Credentials**

* MBA (Marketing & Finance) from SIBER Institute of Management & Research- Kolhapur in 2000.
* B.Com from Shivaji University in 1998
* Diploma in Personal Management & Industrial Relations – From Chennai.

**References:**

1. **Mrs Sushma Saini (State Head – GVK – EMRI, Bambolim- Goa, Mobile number – 9923201013.**
2. **Mr Milind Bodke (General Manager – JIO Mobile, Regional Head. Pune- Mobile – 9890049616.**

**Date of Birth: 21 st November, 1977**