

# PRAGYADITYA

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## CAREER OBJECTIVE

Intend to build a career with leading corporate of hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential. Willing to work as a key player in challenging & creative environment.

## CAREER SYNOPSIS

- **Over 2.9 years** of experience in **SAP SD as Associate SAP SD Consultant**.
- Adept in **mapping customer requirements** and implementing strategies to achieve client satisfaction, tracking **market dynamics** and initiating reinforcements to **neutralize competitors' moves**.
- Definition and Assignment of SD Enterprise structure, this includes Sales Organization, Distribution Channel, Division, Sales Offices & Sales Group.
- Configuration of SD Master Data i.e. Customer Master, Account Group Categorization, Sales Document Types, Number Ranges etc.
- Hands on experience in conducting analysis to assess prevalent market environment, **identifying business risks** & implementing effective mechanisms to mitigate the same, keeping abreast with the market trends & achieving market share metrics.
- Possess keen business acumen in analyzing & understanding business requirements, **customer-value maximization** and **developing new business processes & revenue streams**.
- **Excellent communicator** with talent for problem solving and ability to handle multiple functions and activities in high pressure environments with tight deadlines.
- Knack for fresh approaches while understanding trends in multiple markets; possess the ability to evaluate and implement innovative product/brand promotion campaigns to create brand awareness and accomplish brand objective.

## PROFESSIONAL EXPERIENCE

(August 2012 to till date): Astrol InfoTechnologies as Associate SAP SD Consultant.

### Company Profile:

Astrol Infotechnologies was incorporated in 2003 and its co head quartered in India .We are an ISO 9001 certified company with employee strength of 150+. Our core strength is our people and most of them come from IIT/NITs. Since the inception of the company we focused on helping our customers use internet technologies to move supply chain over internet. We specialize in Software development, Software quality management, SAP Support/Maintenance and Multichannel online Retail Management Software.

### Project Details:

Client: Brakewel Group Ltd.  
Duration: January 2014 to till date.  
Team Size: 8

### **About Company:**

Brakewel Group is a leading friction material manufacturer since 1983. Company is manufacturing over 60 million no. friction products in the huge facility of 1,000,000 Sq Feet. They are a supplier of Suzuki, Exedy, Ceekay Daikin, M&M, Clutch Auto, Tata Motors, Ashok Leyland, New Holland, Ford, JCBL etc. Also exports to Germany, Netherlands, Italy, Saudi Arabia, UAE, U.K. etc. Company has over 1400 employees which are into complete design, development & production facilities for new or existing vehicles.

### **Roles and Responsibilities:**

- Understanding the Business Process Requirements and Blue Print.
- Definition and Assignment of SD Enterprise structure, this includes Sales Organization, Distribution Channel, Division, Sales Offices & Sales Group.
- Configuration of SD Master Data i.e. Customer Master, Account Group Categorization, Sales Document Types, Number Ranges etc.
- Defining and assigning condition tables, condition types, access sequences and pricing procedures etc.
- Checking the integration with FI (G/L accounts)
- Checking the integration with MM & LE.
- End user Training and document preparation.
- Addressing the New business Requirements & configuration.

### **Project Details**

Client : Coats India Ltd, Bangalore.  
Duration : October 2012-December 2013.  
Team Size : 6

### **Client Profile:**

**Coats India** is the thread division of Madura Coats Private Limited, a subsidiary of Coats Ltd, the only truly global thread and zip supplier operating out of 65 countries. Coats India manufactures and markets a complete range of cotton, synthetic and corespun threads for the Indian and export markets. Company has strong presence in market through a network of 21 sales offices backed by six manufacturing units located close to major thread consuming centres.

### **Role:**

- Served as a key member of the team.
- Analyzed the business process as per client's requirement.
- To study the business process of all departments thoroughly and after consulting with Helpdesk consultants carry out new developments to generate new reports as per end user requirement.
- Provide support to SAP SD R / 3 users.
- Analyzed the issues and communicated with the user to resolve the issue using various communication channels.
- Gathering requirements for adding new functionality and developments in SAP R / 3.

### **Responsibilities:**

- Customer and Material Master Data Creation and Maintenance.
- Carried system configuration for new requirements.
- Configured enterprise structure with new sales areas.
- Handled the issues related to Change number ranges, Maintenance of Account group.
- Assignment of new division and item category group.
- Handled the issues regarding distribution channel.

### **Pricing:**

- Creation of requirement like pricing, output type copy control.
- Maintenance of access sequence and different Condition types.
- Customization of pricing procedure and assignment according to requirements.

### **Sales cycle & Controls:**

- Configured sales documents for different sales scenario.
- Handled issues related to control of sales documents.
- Handled change requests which involved system configuration related to Pricing control, partner determination, sales document type, item category, schedule line category, Billing document type, Shipping point, Deliveries.
- Tested the changes made and made necessary changes in documentation.

## **PREVIOUS EXPERIENCE**

### **TATA ASSET MANAGEMENT COMPANY – (July 2008 to February 2012).**

- Handling relationship for channel partners -- Standard Chartered Bank, Barclays Bank, DBS, HDFC Bank Ltd, ING VYSYA Bank, YES Bank Ltd.
- Managing client relationships and providing key strategic initiatives/thinking, accountable for sales growth, client satisfaction and retention
- Part of the Banking and PCG team, responsible for spearheading all initiative of implementing communication of new and existing products across channel partners
- Plan and implement effective sales campaign, with inputs from the manager and Interacting with institutions for evaluating the effectiveness of the campaigns, and update the sales plan for success in meeting the targets
- Lateral thinking for brand positioning, new product marketing, market penetration

### **STANDARD CHARTERED ASSET MANAGEMENT COMPANY -**

(Sept 2007- June 2008)

- Handling relationship for channel partners ICICI Bank, HDFC Bank, Yes Bank Ltd
- Part of a banking team with a key focus being Relationship Management with channel partners. Successfully been able to manage relationship and repeat business for AMC.

## **PROFESSIONAL QUALIFICATION**

- Post Graduate Diploma in Business Management, (PGDBM) from Symbiosis Centre for Distance Learning, PUNE.
- Post Graduate Diploma in Financial Planning (PGDFP) from International College of Financial Planning, New Delhi.
- CFP from Financial Planning Standard Board, India.
- Module Cleared —
  - Investment Planning.
  - Risk Management & Insurance Planning.
  - Tax & Estate Planning.
  - Retirement Planning.
  - Comprehensive Financial Planning

## **ACADEMIC QUALIFICATION**

- B.Com (Pass) from Delhi University.
- One Year Diploma in JAPANESE Language from MOSAI, Delhi.

#### TRAININGS ATTENDED

- Think Big Achieve Big.” By “training partners”.
- “Selling with Passion.” By Prakash Rohera.
- Training on soft skills by HNI (High Net worth Initiatives).

#### PERSONAL DETAILS

- Father’s Name : Late Dr N.S. Verma
- Date of Birth : 01 Nov 1983
- Languages : English , Hindi
- Nationality : Indian
- Marital Status : Single

PLACE: DELHI

DATE:

(PRAGYADITYA)