

Prashant Singh

Sales | Marketing | Distribution

Sales professional with 9+ years of diverse experience. Highly skilled at **Retail operations, Business Development, Channel sales, Retail Expansion, Data analysis and Distribution**. Commenced career with **CGD** followed with a rich experience in **Oil & Gas**.



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Profile Summary

Dynamic and results-driven marketing and sales professional with over 9 years of comprehensive experience in **Marketing & Sales, Channel Management, Business Development, and Retail Operations Management**. Proven ability to drive rapid business growth through strategic planning, innovative initiatives, and effective team leadership. Adept at managing multiple product lines and implementing customer-focused programs to boost sales and enhance brand visibility.

Professional Highlights

- Spearheaded the development and execution of innovative business strategies, leading to significant sales growth across multiple product categories.
- Played a pivotal role in launching a **secondary sales customer initiative in the stationery segment**—well ahead of industry competitors.
- Successfully acquired **20,000+ new PNG customers (SCMD) within a single calendar year**, demonstrating strong execution and customer engagement capabilities.
- Designed and implemented region-specific customer schemes aligned with **GA-wise festivals**, resulting in high customer participation and increased sales conversion.
- Drove sales force performance through the introduction of **aggressive compensation plans, attractive benefits packages, and performance-based incentive programs**.
- Specialized in **corporate marketing and channel sales management**, including the formulation of annual operating plans to promote brand performance and market presence.

Work Experience

Deputy Manager - 06/2023 – Present

Adani Total Gas, Faridabad

- **Strategic Marketing Planning:** Developed and implemented Gas Authority (GA) marketing strategies aligned with overarching company objectives to drive growth and market presence.
- **Cross-Functional Collaboration:** Worked closely with internal departments including Sales, Operations, and Maintenance to ensure cohesive and integrated marketing and service delivery.
- **Revenue Growth:** Negotiated and closed high-value deals with B2B and institutional clients, contributing significantly to overall business targets, driving revenue growth and market share expansion.
- **Vendor Management:** Negotiated contracts and maintained strong relationships with vendors to ensure cost-effective and reliable service support.
- **Operational Coordination:** Ensured uninterrupted PNG (Piped Natural Gas) supply to industrial clients by coordinating with ATGL's Operations & Maintenance team and area emergency officers, enabling rapid response to supply disruptions and minimizing production downtime.
- **Sales Incentive Implementation:** Successfully executed ground-level implementation of various organizational incentive schemes such as carbon footprint reduction incentives and excess gas usage rewards, contributing to improved sales performance.
- **Campaign Execution:** Designed and led region-specific marketing campaigns focused on increasing brand visibility, lead generation, and customer acquisition in PNG segments.
- **Performance Monitoring:** Prepared and presented regular marketing performance reports, offering data-driven insights for continuous improvement.
- **Brand Strategy Development:** Formulated and executed branding strategies tailored to targeted PNG customer segments through innovative and impactful campaigns.
- **Feasibility & Survey Management:** Conducted joint surveys and feasibility studies to support timely and reliable

PNG supply rollout in new and existing areas.

Sales & Marketing Manager - 05/2020 – 06/2023

THINK Gas Distribution Pvt Ltd, Punjab Ludhiana

- **Franchise & Retail Management:** Appointed new franchisees and managed relationships with existing CNG retail outlets to enhance product upliftment and sales growth.
- **Regulatory Compliance:** Liaised with government authorities to obtain necessary NOCs for setting up CNG stations; ensured adherence to statutory norms.
- **Land Acquisition:** Identified and engaged with landowners to acquire sites as per MORTH norms for establishing new CNG retail infrastructure.
- **Strategic Partnerships:** Built relationships with fleet operators and strategic customers to conduct promotional activities and drive lead generation.
- **Territory Planning:** Mapped and segmented sub-territories; developed targeted conversion plans to improve market penetration.
- **Sales & Revenue Forecasting:** Achieved financial targets through effective forecasting of revenue, vehicle conversions, and performance tracking.
- **Fuel Conversion Initiatives:** Played a key role in converting customers from liquid fuels to CNG, promoting adoption of cleaner, greener alternatives.
- **Business Development:** Led market development and business expansion efforts for CNG operations in the assigned region.
- **Receivables Management:** Monitored payment collections, reduced outstanding dues, and improved overall cash flow efficiency.
- **Marketing & Promotions:** Organized promotional events and campaigns to increase customer awareness and drive product demand.
- **Sales Strategy Execution:** Designed and implemented schemes, programs, and sales strategies to achieve planned targets.
- **Stakeholder Coordination:** Coordinated with internal and external stakeholders to ensure timely execution and operational efficiency.
- **Market Intelligence:** Gathered real-time data on market trends, pricing, customer preferences, and competitor activities to support strategic decisions.
- **Operational Oversight:** Oversaw marketing and sales operations to drive revenue growth, enhance customer satisfaction, and identify new business opportunities.

Territory Manager - 09/2015 – 05/2020

Nayara Energy, formerly known as ESSAR Oil, Mathura

- **Retail Operations Management:** Coordinated with existing retail outlets to enhance product upliftment of Motor Spirit and High-Speed Diesel, ensuring optimized retail performance.
- **Retail Outlet Audits:** Conducted regular inspections and analyses of retail outlets, focusing on quality, quantity, compliance, and operational efficiency.
- **Strategic Sales Initiatives:** Championed the early implementation of the Stationary Secondary Sales customer model, pioneering a business concept later adopted by competitors.
- **Institutional Partnerships:** Secured strategic tie-ups with major institutions such as GLA University and prominent temples in Mathura, driving fuel sales through innovative secondary sales channels.
- **Customer Relationship Development:** Expanded the customer base by fostering strong client relationships, supported by competitive compensation packages and tailored engagement strategies.
- **Sales Promotion & Activation:** Organized and executed local promotional programs to boost fuel sales and increase brand visibility at retail outlets.
- **Receivables & Cash Flow Management:** Monitored payment collections and implemented strategies to reduce outstanding dues, improving overall cash flow.
- **Market Intelligence:** Captured real-time data on customer behavior, sales trends, pricing, and competitor policies to inform tactical business decisions.
- **Brand & Compliance Enforcement:** Ensured consistent brand representation across retail outlets by enforcing behavioral standards and facility compliance protocols.
- **Franchisee Performance Management:** Set sales and performance targets for franchisees, tracking outcomes and

supporting continuous improvement.

- **Non-Fuel Revenue (NFR) Activities:** Participated in and promoted NFR initiatives at retail outlets to diversify revenue streams and enhance profitability.
- **Additional Revenue Generation:** Developed non-fuel income opportunities through ancillary services, contributing to overall business sustainability.
- **Sales Growth & Strategy:** Oversaw marketing and sales operations with a focus on achieving revenue growth, identifying new business avenues, and building consumer preference through targeted strategies.

Work Experience

Sep'15 - Till date

- Sep'15 – May'20 as **Deputy Manager** – Retail operations TSM (Mathura U.P) with **NAYARA ENERGY**
- May'20 – June'23 as **Sales & Marketing Manager** (Punjab, Ludhiana) with **Think Gas Distribution**
- June'23- till date as **Deputy Manager- Business Development** (Faridabad Haryana) with **Adani Total Gas**

Core Competencies

Negotiation Skills

Retail & Outlet Management

Strategic Sales & Marketing

Key Account Management

Analytical Mindset

Task Delegation

Profit Centre Operations

Conflict Resolution

Sales Forecasting & Budgeting

Achievements

- Achieved record-breaking MS/HSD sales volume in 2015 within assigned territory, setting a new regional benchmark.
- Surpassed lubricant sales targets in 2017, earning recognition for highest performance across the network.
- Received the Marketing President's commendation for leading the team to the highest CNG sales performance.
- Awarded CEO Appreciation for delivering the most effective and impactful sales pitch as a team

Education

- **PGDM** from ITS (Institute of Technology & Science), Ghaziabad in 2015
- **B.Tech** from SSITM Aligarh in 2012

Personal Details

- **Date of Birth:** 12th July 1990
- **Languages Known:** English and Hindi
- **Address:** Ansal Royal Heritage, Tower-19, Sec-70 Greater Faridabad Haryana, 121004

I hereby declare that the above information I have provided is correct and best of my knowledge.

Prashant Singh