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| **NIKHIL MAYANK**  ***Highly knowledgeable professional with proven track record of developing winning comprehensive sales & marketing strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships, targeting assignments in Sales & Marketing*** |
| **Strategy Planning & Execution|| New Business Development ||**  **P&L Management || Channel Management || Relationship Management** |
| * A Strong Visionary Professional, offering over 23 years of impeccable career with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within turnaround, and rapid-change environments; expanding the revenue base in the market and achieving top-line and bottom-line profitability * A keen planner with skilled son formulating policies for elevating profitability by running sales operations, increasing sales growth and driving initiatives in order to achieve business goals * Resourceful in managing business operations and determining company’s mission & strategic direction as conveyed through policies & corporate objectives. * Wealth of expertise entails in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals. * Pioneering experience in devising & implementing product management plans after studying current consumer insights & technology trends and effectuating the same for different consumer segments. * Exhibited excellence in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market penetration to achieve profitability * Business Manager with experience in managing overall operations, finances & cost/budgets of branch & profit centers along with revenue targets, thereby ensuring required profitability of business operations in the dead area * Insightful professional with notable success in key account management, customer segmentation, brand positioning, & sales cycle management, customer retention/satisfaction for continued business opportunities * Fusing entrepreneurial drive & vision to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities * Thought Leader: Expertise in turning around business, and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation |
| |  |  |  | | --- | --- | --- | | Core Competencies | Soft Skills | Education | | |  | | --- | | Sales & Marketing | |  | | Business Development/ Revenue Maximization | |  | | Key Account Management | |  | | Cost Optimization/Budgeting | |  | | Market / Competitor Analysis | |  | | Channel/Distributor Management | | Business Expansion/Excellence  Market Research/ Market Penetration  Team Building & Leadership | | Change Agent Motivational Leader   Strategic Thinker  Collaborator   Communicator   Innovator | * **Bachelor of Science in Zoology** Hons. From B.S.B.A.B.U, Muzaffarpur in Year 1998. | | Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\itskills24x24icons.pngIT Skills | | * Office Word * Internet Application * Office Excel * E.R.P. | | Personal Details | | **Date of Birth**: 10th February 1977  **Languages Known:** English, Hindi,  **Address**: Devlok Decasa , Sonarpur Station Road,Kolkata-700103 | |
| Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\careertimeline24x24icons.png Career Timeline |
| **La-Gajjar Machineries Pvt. Ltd. (East Zone)**  **Bajaj Electricals Limited, Bihar, Jharkhand& Nepal**  2010-2013  2006-2010  **Ujala Pumps Pvt. Ltd. Bihar & Jharkhand**  **Khaitan Electricals Ltd., Bihar & Jharkhand**  2004-2006  2001-2004  **Jalganga Pumps LLP. (East Zone)**  2020- OCT 2023  Nov 2023  2013- Jan 2020  **URBE Technovatives Pvt Ltd. (East Zone)**  **Lubi Submersibles Ltd. Bihar** |
| Working Experience   |  | | --- | | **Mar’20 – Oct 2023 with JALGANGA PUMPS LLP. Eastern Region including Chhattisgarh Zonal Manager-Marketing- ELECTRICAL MOTOR PUMPS, Cable & Solar Product.** |   Key Result Areas:   * Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company. * Developing and maintaining dealer’s network strategy around 127 channel partners. * Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers. * Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective. * Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics. * Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business. * Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics. * Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target * Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization. * Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin. * Archived maximum target 25 Cr in 22-23 year. |
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| Work Experience |
| May’13- Jan 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarh as Zonal Manager-Marketing-*Electrical Motor Pump, Column Pipe ,Cable* & Solar Product.  Key Result Areas:   * Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company. * Developing and maintaining dealer’s network strategy around 282 channel partners. * Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers. * Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective. * Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics. * Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business. * Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics. * Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target. * Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization. * Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin. * Archived maximum target 132 Cr in 19-20 year.   *Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\awardcup24x24icons.png* Notable Accomplishments across the Career   * Augmented revenue by 14% and market share by 9% through the implementation of New Chanel Development and New Product strategies * Developed strategic and operational sales plans which resulted in 95% increase in overall sales and gross margin. * Amplified customer base by 34% through maintaining effective relationships, 76% (Created New Chanel and Bonding Scheme for existing Network) * Identified target markets and established successful plans to develop them, thereby bringing in INR 35 Cr worth additional revenue * Expanded sales by 12% through innovative selling techniques such as 9cr (Through RRK Scheme to Bond Retail Network) * Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business accounts. * Developed a new system for generating sales leads which was implemented across the organization and resulted in a 25% improvement in sales performance– Similar Price List across the LGM * Led a team of 36 sales executives in a promotional campaign that resulted in increased sales of INR 8 Cr and the company exceeding its annual sales targets by 7% growth over last Year. * Recipient of Two Award for attaining 89 Cr consecutive years in recognition of exceeding Annual sales targets by an average of 32% over a 12 months period.   . Trained and developed a team of 3new BM who achieved an average of 95% of their sales targets in their first 2 quarters. |
| Previous Experience  Nov’23 with URBE Technovative Pvt. Ltd., Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-  Mar’20- Oct’ 23 with Jalganga Pumps LLP, Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-*Electrical Motor Pump* , Solar Pumps & Cable |
| May’13- Jan’ 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-*Electrical Motor Pump* , Solar Pumps & Cable  Jun’10-May’13 with Bajaj Electricals Limited, Bihar, Jharkhand & Nepal as Assistant Manager-*Electrical Motor Pump & Fan*  Dec’06-Jun’10 with Ujala Pumps Pvt. Ltd., Bihar, Jharkhand as Branch Manager-*Electrical Motor Pump*  Jul’04-Nov’06 with Khaitan Electricals Ltd., Bihar, Jharkhand as Senior Sales Executive-*Electrical Motor Pump & Fan*  Sep’01-Jun’04 with Lubi Submersibles Ltd., Bihar as Sales Officer-*Electrical Motor Pump* |
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