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### **Career Objective**

To utilize and learn techno-commercial skills in professionally managed organization where I get exposure to a wide variety of Personal & commercial problems which help to bring out my true potential and fulfill my responsibilities for that organization.

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### **Professional Synopsis**

A dynamic professional with **14 years+** of experience in Marketing & Business Development Deptt. Currently working with **M/s Rhythm Automation Control Pvt Ltd Noida**, as **GM Marketing**.

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### **Company Profile**

M/s Rhythm Automation deals in AC, DC Drive & Scada Automation, manufacturing of LT Switchgear Panels like PCC, PMCC, MCC, MDB, PDB, MLDB, MLTP, LDB, CT CVT Junction Box, Mimic Panel, C&R Panel, APFCR Panel, AMF Panel. The company has certification from ISO 9001:2008 & located at Noida.

**Since Oct 2016 till Today With Rhythm Automation Control Pvt Ltd**

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### **Company Profile**

M/s Nitya Electrocontrol(NEC) deals in manufacturing of LT (Drawout & Fixed) & HT Switchgear Panels like PCC, PMCC, MCC, MDB, PDB, MLDB, MLTP, LDB, CT CVT Junction Box, Mimic Panel, C&R Panel, APFCR Panel, AMF Panel, DG Sys. Panel, HT VCB panel up to 11kV & LT Bus ducts. The company has certification from ISO 9001:2008 & located at Noida.

**Since May 2014 to Oct 2016 With Nity electro control Pvt Ltd.**

**Marketing & Business development** of LT/HT Switchboards & LT/HT Bus duct. Business Generation & Development LT/HT Switchboards for Government & Private sectors.

Handling the team of 3Members.

Handling Sector like Power, Cement, Paper, Chemical, Sugar, Steel, Auto mobile, Builders & its Associated Power Plants.

Follow up on routine dates for book the order

Attend pre/post bid meeting.

Negotiation & discussion on technical & commercial aspects with Clients/Consultants.

Meeting the consultants / Clients for drawing approval.

Coordination with the Production, Purchase and Accounts departments for smooth execution of orders.

**Attainments**

Order Booked from Desien/Indure Group. , *Delhi*

Order Booked from KML Group , *Gurgaon*

Order Booked from GMP/AAI, *Gurgaon*

Order Booked from Monnet Ispat, *Delhi*

Order Booked from Bhel Bangalore

Order Booked from ABB Bangalore

Order Booked from ABB Mumbai

Order Booked from Shapoorji And Pallan ji

Order Booked from ETA Engineers

Order Booked from Samsung Noida

**Work Experience**

**Company Name: CONTROL-TECH ELECTRICAL SOLUTION**

Designation: AGM Sales & Marketing (All over India projects)

Duration: Since March 2010 To April 2014

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**Company Profile**

M/s **CONTROL-TECH ELECTRICAL SOLUTION** deals in Trunkey basis and manufacturing of LT (Drawout & Fixed) & HT Switchgear Panels like PCC, PMCC , MCC , MDB, PDB, MLDB, MLTP, LDB, CT CVT Junction Box, Mimic Panel, C&R Panel, APFCR Panel, AMF Panel, DG Sys. Panel, HT VCB panel up to 36kV & HT/LT Bus ducts. The company has certification from ISO 9001:2008 & located at Pune Maharashtra.

**Rajanikant T. Srivastava**

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**Company Name: VEGA CONTROLS LIMITED**

Designation: Marketing Manager -(All over India)

Duration: Since July 2008 feb- 2010

**Responsibilities:**

- Close looping of Upcoming Power Projects.
- Maintaining relationship with core clients which include Power, Contractors & Panel builder.
- To look after the sale of Power Devices, Power Management System & Automation Management System.

Motivating the team to achieve high standards targets.

Handling new client enquiries and acting as the face of the business.

Dealing with and resolving problems and issues which arise.

Working with the sales and marketing team to drive sales forward.

Mentoring and training up junior and new staff.

Monitoring & reporting on standards & performance targets

**Company Name: Powerica Limited, Mumbai**

Designation: Purchase Sr. Executive

Duration: From July 2003 to June 2008

**Responsibilities:**

- Negotiating with suppliers for quality & deliveries.
- Procurement of raw material, follow up with vendors for timely delivery.
- Compare and negotiate the prices of materials.
- Developing New Venders as per new development.
- Ensuring right material is received as per procurement and planning.
- Rate Contract.
- Vendor Development.

**Undertaking The Cummins India limited to Powerica ltd**

- Market Developer – Perception of the product among the consumers and confirms the brand power generation availability in the market.
- New Avenues for business.
- Perform Marketing Communication activity which includes Promotion and Distribution of Accessories of the company.

**Company Name: SATYAM ENTERPRISES**

Designation: SALES EXECUTIVE

Duration: From March 2000 to June 2003

**Responsibilities:**

- Working with the sales and marketing team to drive sales forward.
  - Mentoring and training up junior and new staff.
  - Monitoring & reporting on standards & performance targets.
  - Arranging & chairing weekly team meetings, focusing on targets & achievements.
  - Praise team members and creates a positive working environment & Implementing new initiatives.
  - Providing prompt and accurate information on individual performance.
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- Consumption Order, Issue.
  - Purchase Order, Order Follow up.
  - Stock Tally.
  - Preparing and planning for new project.
  - Coordinate to all purchase & Store Dept.

**Our Major Projects and Customer all Over India**

Sr No	Customer Name	Customer Name
1-Jan	Honeywell Automation India Ltd	Bisleri Ltd
2	Sterling & wilson	Ismt Ltd
3	ITC Limited	LG India
4	Bekaert India	Praj Industries
5	Fresenius Kabi	Millinum Beer
6	Soktas Ltd	Posco Ltd
7	Kirloskar Brother	Sany India Ltd
8	Rajdeep Buildcone	Adani Ltd
9	Hillman lebotries	Tetra Pack
10	Shapoorji and Pallanji	JCB india
11	CRM PROJECT (ABB)	Robirain vinimay
12	CRM PROJECT (ABB)	BRG
13	ABB Bangalore	Hindustan Zink
14	Praj Industries	CAM Nigeria
15	BEL	BEL PUNE
16	Excal Engineers	Globas sprit
17	United Brebress	Kingfisher Aurangabad

**Thesis Project**

A comparative analysis of the leading players in Industrial Switchgear and Automation part with special reference to all over in India.

A study of strategic marketing initiatives of ABB, L&T, Siemens, Schneider, Powerica & C & S market share in Mumbai city All over India.

**Educational Qualification:**

Qualification	ExamCollege	Duration	Marks
M.B.A	SachDeva Institute Of Technology And Management Agra	2009 – 2010	59.79%
Diploma(Electrical)	R G I T (Chandrapur)	2000 – 2001	51.51%
B.Com.	T.D College	1998 – 2000	52.51%
HSCB	B.R.P College	1996 – 1997	56.20%
SSC	Dr. Bhagwan Das Inter college, Jaunpur	1994 – 1995	58.20%

**Technical Skills:**

Developing and Implementing web Applications with Microsoft Visual Basic .Net & Microsoft Visual Studio .Net, Excel, Power Point, Windows.

**Personal Data:**

Date of Birth : 10<sup>th</sup> June 1979  
Marital Status : Single  
Language Known : English, Hindi & Marathi  
Hobbies : Reading books of different tastes, listening to music.  
Current CTC : 8, 64, 000  
Hobbies : Diary Writing, Playing Cricket, Collection of photo of those people to Whom I like most  
Personal Interest : Cooking, to help needy within my limit.  
Communication Add : D 22, Pandav Nagar Complex, Ganesh Nagar, near Akashardham Metro Delhi  
Permanent Address : House No 402, Umarpur, Chandmari Jaunpur, Near TD Collage

**Declaration:**

I solemnly declare that all the information mentioned above is true and best in my Knowledge.

**Date:**

**Place:**

(Rajanikant T Srivastava)