

MAHESH CHAND TIWARI

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Aspires to pursue assignments in **Marketing/ Business Development/ Sales** with an organization of high repute.

PRÉCIS

- ✦ A qualified **Engineering graduate** with **over 18 years'** experience in Business Development, Marketing, Channel Management and Team Management.
- ✦ *Currently working as **GM-Sales in OZONE OVERSEAS PVT LTD.***
- ✦ *Worked as DGM- Retail with MCcoy Soudal sealants adhesives and foams pvt ltd.*
- ✦ Worked as **Zonal Head** with **Hettich India Pvt. Ltd..**
- ✦ Additional capabilities in:
 - Industry Analysis*
 - Consumer Research*
 - Marketing Initiatives*
- ✦ Adept in devising effective strategies for augmenting business; identifying and penetrating new market segments & promoting sales for business excellence.
- ✦ Demonstrated abilities in brand building with expertise in market plan execution, competitor and market plan analysis.
- ✦ Proficient in networking with reliable channel partners for business excellence. Ensuring excellent service deliverables in the market; proven performer with an excellent track record in sales across assignments.
- ✦ An enterprising leader with strong analytical, problem solving & organisational abilities.

AREAS OF EXPERTISE

Sales

- ✦ Devising & implementing sales targets and achieving them in a given time frame thereby enhancing existing clientele.
- ✦ Formulating & implementing sales strategies; handling activities like reviewing sales & distribution & managing receivables thereby improving cash flow.

Business Operations/ Marketing

- ✦ Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- ✦ Conducting competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics and developing business plans for the achievement of these goals.

Channel Management

- ✦ Establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- ✦ Monitoring channel sales and marketing activities; implementing effective strategies to maximise sales and accomplish revenue and collection targets.

Team Management

- ✦ Supervising & monitoring the performance level of the staff.
- ✦ Guiding business associates to accomplish business targets and set revenue.
- ✦ Determining training needs of employees and arranging suitable training programs to enhance their operational efficiency leading to increased productivity.

INDUSTRIAL EXPOSURE

Ozone overseas Pvt Ltd

Leading Indian brand in Architectural hardware

Since August 19

GM-Sales

Role

- __Heading Furniture Fitting Business.
- Sales Target Management.
- Recruitment of retail sales team .
- Addition of new set of Customer on basis of my Prior industry.
- Development of schemes and price for retail segment.
- To guide, supervise and monitor Regional team performance.
- Setting example for team by managing key accounts .
- Setting of target & helping regional teams in achieving it.

Development Of regional manager & other sales staff.
 Receiving & reviewing of sales report giving feedback to concerned person.
 Developing Strategies for growing market share.
 To make correct assessment of market share ,size& pricing of competitor product.

McCoy Soudal Sealants Adhesives & Foams Pvt Ltd
A 50:50 JV company between McCoy and Soudal and is one of largest manufacturer of sealant adhesives and PU Foam

Since June 17

DGM-Retail

Role

Sales Target Management.
 Recruitment of retail sales team .
 Addition of new set of Customer on basis of my Prior industry.
 Development of schemes and price for retail segment.
 To guide, supervise and monitor Regional team performance.
 Setting example for team by managing key accounts .
 Setting of target & helping regional teams in achieving it.
 Development Of regional manager & other sales staff.
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Hettich India pvt ltd
A German MNC into the manufacturing of hardware fitting for modular kitchen & wardrobe Fitting.

Zonal Manager Since Feb 09 to May17

Role:

To guide, supervise and monitor Regional team performance.
 Setting example for team by managing key accounts
 Setting of target & helping regional teams in achieving it.
 Ensuring achievement of sales Target for North and East Zone.
 Managing Channel Sales & Market Receivables.
 Enlarging geographical coverage of the territory – by growing dealer base.
 Receiving & reviewing of sales report giving feedback to concerned person.
 Monitoring & reporting competitor's activities.
 Ensuring high quality customer service & client satisfaction.
 Monitor, guide & developing team mates – improving skill sets of subordinates
 Accomplishments:
 Achieved All time High sale in just after 3rd month of joining

**Kajaria Ceramics Ltd., New Delhi
 09**

Since Nov'05 to Jan

Leading Tile manufacturer, with super brand Status

Area Manager

Role:

✦ Guiding and supervising the Marketing Executives & Area Sales Executives.
 ✦ Managing channel sales,.
 ✦ Managing receivables from Market.
 ✦ Promotion of Product by conducting meets.
 ✦ Responsible for increase in Primary & secondary sales.
 ✦ Analyzing the market receivables and monitoring the competitor activity.

Accomplishments:

✦ Escalated after 1 year to Sr. Area Manager.

- ✧ Appointed 4 new dealers.
- ✧ Notably lead the territory to grow by more than 40% .

Pidilite Industries Ltd., Mumbai

Apr'04 – Nov'05

Manufacturer of fevicol brand
Territory Sales Supervisor

Role:

- ✧ Heading a team of 2 TSI of East Delhi.
- ✧ Developing new products and appointing new dealers.
- ✧ Tracking competition in territory & preparing a datasheet of the same.

Accomplishments:

- ✧ Significantly achieved a **30% growth** in territory.
- ✧ Notably received promotion in first year of working.
- ✧ Efficiently **established 2 new products** in territory.
- ✧ Proficiently achieved a **sales target of Rs. 80 lakhs per month**.
- ✧ Distinctively created an All India Record of **Rs. 1.5 Crore value sale in 1 month**.
- ✧ Effectively carried out various promotional activities like arranging meet for Carpenters & Painters.

Delkys India Ltd., Noida

Aug'02 – Mar'04

Sales Officer

Role:

- ✧ Devising and implementing sales promotion plans for achieving assigned targets for spark ignition coils.
- ✧ Assessing market receivables and following-up for timely collections from market.
- ✧ Introducing the products in service station and supervising the ISR.
- ✧ Carrying out the activities for promoting sales in North India and reducing competition share in market.

Accomplishments:

- ✧ Notably involved with appointment of **3 distributors in Punjab, Haryana and UP**.
- ✧ Effectively promoted the product in different service station & garage by visiting them.

ACADEMIA

Certificate course on **Leading sales team for Enhanced Performance** from **MDI Gurgaon**
B.Tech (Agriculture Engineering) from Punjab Agricultural University in 2002. Scored a OCPA of 7.17.

PROJECTS

- ✧ **Central Farm Machinery Training and Testing Institute, Budni, MP** (a Central Govt. Institute): **Jul'01**

Description: The project involves dismantling & assembling of 5HP engine, 35 HP tractor and study of pumps, plant protection equipment & agriculture machinery with testing of tractors.

- ✧ **Project on Manufacturing Processes used in Tractor industry: Aug'01 - Aug'02**

Description: The project involves visit to Escorts, New Holland Tractors, HMT, International Tractors Ltd. and Punjab Tractors Ltd. for watching the manufacture process and machines used in these industries. A questionnaire was prepared for collecting structured information on manufacturing of tractor parts and their assembly.

IT PROFICIENCY; Well versed with FORTRAN, MS-Office and Dbase.

3 month Certificate Course from Aptech.

DATE OF BIRTH: 10th October, 1978

