



VISHAL DHAR

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An enthusiastic and energetic professional targeting assignments in **companies** of high repute offering challenging, dynamic & rewarding environment across **India**.

PROFILE SUMMARY

Post graduate in Marketing Business Management and Sales with more than 14 years of experience In **Strategic Planning Sales Development in Consumer Electronics, Small Home Appliances, Personal Care** and currently serving in **M climate**, which is a European company, which deals in IOT products And M climate, is one of the top companies in Europe Excellent communications, inter personal liaison and problem

AREAS TO EXPLORE

Sales focus on achievement predefined target and growth. Forecasting and planning monthly and quarterly sales target and executing them in given time framing skills

BUSINESS DEVELOPMENT

Developing a new client and negotiating with them for profitable business. To meet online venders and big retails like **Croma, Reliance and Vijay Sales** for tie-ups. Maintaining and Managing existing accounts to ensure business sustainability

ACADEMIC DETAILS

2003-2005 **Masters of Marketing**, GEIT Dehradun.
2000-2003 **BMIT (Bachelor of Management & IT)**, GEIT Dehradun
1999-2000 **12th (PCM)**, MIER School, J&K State Board.
1998-1999 **10th** MIER School, J&K State Board

COMPUTER PROFICIENCY:

Operating System Windows XP, 7.
Languages Known C
Web Language HTML, DHTML
Microsoft Office viz. Word, Excel

KNOWLEDGE PREVIEW

Team Management
Modern Trade
Network Distribution
Channel Sales
Business Development
Strategy Making

ORGANIZATIONAL EXPERIENCE

M Climate European Company

Jun 17

Presently working with M Climate as **Business Development Head** for **IOT products**

- In India .5% people were aware about the IOT products.
- When I got an opportunity to head the business development for Indian region at that time no one was aware about the brand so we worked very hard to make this brand.
- Now we have around 4 distributors of the M climate in Indian region.
- We have associated with **Amazon** for on line business and exclusivity contract.
- We are now working with **Croma, Reliance, Vijay sales** for modern trade and all tie-ups were done by my team and me
- Now the percentage of awareness regarding the **IOT product** is increasing rapidly.

HCL INFO SYSTEMS

Sep14-Apr17

Sales Manager for **Small Home Appliances** and **Personal Care** Products

- Organized Trade and Distribution Channel.
- Small Home appliances in Croma for entire Delhi NCR .
- Supervising Team of 10 promoters who were directly reporting to me.
- Panasonic Personal Care for entire Delhi.
- Coordinating with respective distributors for all business related activities.
- Align Sales officers with respective distributors for driving business goals.
- Ensuring Profitability for the partner month on month.
- Increasing visibility through different mediums to increase Brand awareness .

Achievements:

In Modern trade, Delhi, Gurugram , Faridabad and Noida were the top performance Stores in India for **Hamilton Beach** Small Home appearance business

Moser Baer India Ltd

Nov09-Aug 14

Assistant Manager for **Consumer Electronics** and **IT Products**

- **Appointing New Potential Distributors** in all Parts of Western UP and Haryana .
- **Brand Development & Promotional** Activities. Control on at respective Offices.
- Introduction of **New products & knowledge of Market Penetration.**
- Implementation of **Market policies/ Channel Management** activities.
- Solving problems of Distributors regarding Sales & Service.

Achievements:

- In first six months, got a salary increment for excellent performance
- Got Appreciation letter for my excellent performance in target completion.
- I had joined as Sr. executive and in a Span of 16 months I was promoted as Asst. Manager.

SBI Life Insurance Company

Jan06-Oct09

Agency Manager

- Responsible for **After Sale Services**.
- Managing a team of **20 Life Advisors**.
- Monitored Channel Business Strategy Planning, Deep rural penetration.
- Record-breaking performance in activation till date.
- Won **Gold Medal** from Regional Manager in Chandigarh.
- Built a Team with enthusiasm of record breakers and self-record setters.
- Successfully attained a target of 200 achievements during my assignment.
- Keeping track of competitor activities and suggesting counter strategies.
- Business development and marketing strategies.
- Ensuring Customer Satisfaction through various refreshers.

Achievements:

- I was the first person in the North Region who produced two (MDRT) in same month
- Cleared the Test for Insurance License by(IRDA) validity entire life

PORTFOLIO CORPORATE:

Summer training &Projects-

June'02-July Archies Pvt. Ltd. New Delhi.

- Marketing the Product by contacting all Major Franchising Units.
- Interacting with the end users.
- Conducted a market survey with the team to find out approximate market share of the company.

Samsung India Limited June'04-July'04

- Finding out the Market Share of Samsung Plano Flat TV's.
- Responsible for maintaining/ conduction audit reviews and surveys for quality standards.
- Responsible for expanding market share.

Apollo Tyres Pvt. Limited

- Marketing the New products launched by the company to the Wholesale and Retail agents.
- Responsible for maintaining / conducting audit reviews and surveys for quality standards.
- Responsible for expanding market share.

Projects:

To Launch a New Chocolate in Domestic Market

PERSONAL DETAILS:

Date of Birth :	7 th May, 1982
Blood Group :	B ^{+ve}
Language Known :	English, Hindi, Kashmiri and Punjabi
Hobbies :	Exploring New Places, Reading Books
Marital Status:	Married
Nationality	Indian
Address:	House no 900 sector 31 Gurugram (HARYANA)

Date: 01/06/2019

Place: Gurgaon

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