

SONU KUMAR

Mobile: +91 8434440430 // E-Mail: singh4usonu8434@gmail.com

To work with a professionally managed company with hardworking and ambitious approach to provide efficiency and productivity to implement efficient working methods for the betterment of organization.

SCHOLASTICS

QUALIFICATION	INSTITUTION/UNIVERSITY	PERCENTAGE/CGPA	YEAR
B.Tech Agricultural Engineering	Sam Higginbottom University of Agricultural Technology and sciences. (Formerly Allahabad Agricultural Institute)	CGPA-8.11	2019-2023
Intermediate	D.A.V Public School	PERCENTAGE- 71%	2019
Sr. Secondary	D.A.V Public School	PERCENTAGE-76%	2017

CAREER RECITAL

Jan'24 - Present **Captain Agri Machinery Exim** **Sales Executive Trainee – International Business**

- » Identifying and developing new geographical markets and appointing channel partners for sales of tractors and agricultural implements in Europe continent.
- » Supporting channel partners with 3S (i.e. Sales, Service & Spare Parts).
- » Relationship management with existing channel partners.
- » Monitoring competitor's activities and business in new and existing markets by analyzing Exim data.
- » Appointing new distributors in assigned territories for the generation of new businesses.
- » Strengthening the brand image of a company in existing countries.

Jul'23-Dec'23 **International Tractors Ltd.** **Field officer**

- » Conducting various enquiry generation activities.
- » Ensuring the route map of sales team for field visit.
- » Handling enquiry generation, follow up and conversion.
- » Organizing field activities like product demonstration, Van campaigns and farmers meet.

Jan'23-Mar'23 **Escorts Kubota Ltd.** **Business Development Intern**

- » Market research for the potential of self-propelled boom sprayer in Punjab.
- » Product positioning (Self-propelled Boom Sprayer) in the market of Punjab, Haryana & Madhya Pradesh.
- » Creating technical content for ATL activities.
- » Co-ordinating with domestic sales team for organizing product demonstrations.
- » Understanding customer behaviors and business processes.

HANDS-ON TRAININGS

- » Academic Level Practical Training on Tractor and Farm Machinery (4 Weeks) – Central Farm Machinery Training and Testing Institute, Budni, M.P.
- » Vocational Training on Tractor Engineering (10 Weeks) – Mahindra Excellence Centre, Nagpur, Maharashtra

PROJECTS

- » **Automation and Monitoring of Polyhouse** (Granted and funded by Govt. of Uttar Pradesh under U.P Engineering project grant scheme 2022-23).
- » Automation of a single row planting machine.

OTHER CREDENTIALS

- » Certification on Basics of Export-Import Management (**Indian Institute of Foreign Trade**)
- » Discover best practice farming for a sustainable 2050 (**COURSERA**)
- » MNR1 Indian agricultural development (**SWAYAM**)
- » Tractor and Technology (**Agriculture skill council of India**)
- » Operation and maintenance of agricultural equipment for hire service business (**FAO**)

SKILLS

- » **Technical Skills:** Operating system, MS-Office, and allied operations.
- » **Managerial:** Leadership, cross functional team co-ordination.
- » **Strengths:** Positive attitude, Maverick thinking, eager to learn new things.

PERSONAL DOSSIER

- » **Date of Birth** : 04th March 2002
- » **Permanent Address** : Rewa Road, Fardo Gola, Inside Bhama sah dwar, Bhagwanpur, Muzaffarpur, Bihar 843113
- » **Gender** : Male
- » **Marital Status** : Unmarried
- » **Nationality** : Indian
- » **Language Known** : English & Hindi

DECLARATION

I hereby declare that information furnished above is true to best of my knowledge.

PLACE: Rajkot, Gujarat

SONU KUMAR