

CURRICULLUM VITATE

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Permanent Add :

Near Birla Public School,Ward no.32

Pilani -333031(Rajasthan)

Mobile 7248488804 , 8079041278

Post Applied for : Area Sales Manager

Objective :-

- **MBA in Mktg.with 18 Years experience at Business Management in Consumer Durable , Fans , House wire & Cables ,Lighting , Modular Switches Switchgear .**
- **Challenging position in a professional organization, where I enhance my skills and strength in Conjunction with company's goals and objectives.**
- **- A result-oriented professional with over 18 years of experience in Sales and Marketing, Business Development, Customer Relationship Management and Team Management in Electrical Products (Fans,House wire & Cables,Modular Switches,Lighting – LED ,Switchgear etc.)**
 - **Currently designated as Manager – Sales & Marketing with Pressfit Profile and Fitting for Rajasthan Oct.2021 to till know.**
 - **Proficient in assigning sales targets, providing necessary assistance and ensuring achievement of the organizational revenue targets in budgeted parameters work as Channel Sales-Distribution & Dealer network and projects.**
 - **A proactive planner with expertise in strategic planning, market plan execution, with skill for the my area's business growth.**

PERSONAL DETAILS

Name : **Vijay Singh Shekhawat**

Father's Name : Sh. Barisal Singh Shekhawat

Date of Birth : 20th August 1965

EDUCATIONAL QUALIFICATION

* **MBA-Mktg. ISBM –Mumbai in 2013**

- M.A. in Hindi from University of Rajasthan.
- B.A. (Economics, English Literature, Hindi Litt.) from University of Rajasthan.
- Diploma in Marketing Management from Annamali University
- **Key Skills**

Strategy Planning

- Strategizing the long term business directions of the region to ensure maximum profitability in line with organizational objectives.
- Formulating business plan for business activities & development in the region in consultation with top management for organizational development.
- Establishing set-ups from scratch after in-depth study of market dynamics, demand and supply scenario as well as detailed profitability calculations.

Sales & Marketing / Business Development

- Reviewing and interpreting the competition after in-depth analysis of market information to fine tune sales and marketing strategies.
- Driving business growth through identification & penetration of new market segments for attainment of periodical targets after pricing, packaging and positioning of the products.
- Developing effective communication tools, implementing marketing strategies, effectuating advertising, publicity and below the line activities.

Product Development / Brand Management

- Building brand focus in conjunction with operational requirements and ensuring maximum brand visibility and capturing optimum market shares inclusive of introduction of new brands and revamping of old brands.
- Implementing strategies for product positioning, pricing and product life cycle management entailing Product portfolio analysis, identification of new products, concepts and business opportunities.
- Handling product promotion activities viz., Seminar, Workshops. Conduct Field Trials and involved in product positioning, pricing, competition analysis etc for development & launch of new products.

Channel Management

- Identifying & networking with channel partners/ retailers, resulting in market penetration & reach as evaluating performance & monitoring their sales and marketing activities.
- Ensuring ready availability of the stock as per the market demand and implement effective logistic strategies.
- Formulating incentive schemes for dealerships and appoint new dealers in assigned territories.

Team Management

- Conceptualizing and developing need based training modules after mapping existing competencies of the existing and new staff.
- Inculcating bonded team work and developing cohesive environment for all around development and escalating the motivation levels.

- **Work Experience**
- **Arkaylite Electricals-work as a Area Sales Incharge for Rajasthan 2018 to 2021**
- **Anchor Electricals-work as a Area Sales Incharge for Kumau region,Haldwani Branch Manager with team size of 6-7 and 7-8 Distributors and 40 direct dealers and govt. and private Projects sales and collection .Sept.2015 to Dec.2017**

Finolex Cables Ltd.

Work as a Dy.Manager-Sales & Mktg. For Jammu & Kashmir and Himachal Pradesh, Chandigarh Since Sept.2011 to 31 march2015. For House wires and Cables ,Communication Cable,SWB Cable & LT,HT Cables ,Modular Switches And Domestic Lighting - LED for Dealer and Distribution network and Projects.

Indo Asian Fuse Gear Ltd.: April.2009 To Aug.2011 ,Working as a Asst.Manager For Jammu & Kashmir and H.P. For House wire, Industrial cable,Communication Cables for Dealer and Distributor network and Projects.

Polar International Limited/ Asia Pacific Brands India Limited : April 2007. to March 2009 Working as a Assistant Manager Sales for Rajasthan – Handle Full range of domestic & Industrial fans for Dealer & Distributor network and Projects

Havells India Limited : April 2005 to March 2007 Working as Sr. Sales Executive for Jammu & Kashmir, part of Punjab & part of H.P. Handle full range of domestic & Industrial fans for Dealer & Distributor network.

Bajaj Electricals Limited : June 2003 to March2005.Working as a Sales Executive for J & K, Part of Punjab & H.P. Handle full range of domestic and industrial fans for dealer & distributor Network.

Khaitan Electricals Ltd: May 98 to May 2003.Working as a Assistant Area sales Manager for H.P. and Jammu & Kashmir. Handle full range of fans, CK & Industrial Product for Dealer & Distributor network.

J.K.Synthetics Ltd: 1991 to 1998 at Kota , Jhalawar(Raj.)

LANGUAGE KNOWN : Hindi, English, Punjabi, Gujarati & Rajasthani.

Strength : Sales skill, Hardworking, Punctuality & Commitment and believe in Long Lasting Business.

Responsibilities:

- Developing sales strategies & achieving the sales targets.
- Identifying potential clients in the assigned territory & preparing presentations for them.
- In-charge of monthly Collection requirement & purchase order of the same, collection of procurement certificate, Advance License against the order, collection of payment (RTGS, signed), yearly C'form, collection.
- Addressing the material complaint by the customers.

Main Distributors: Srinagar-Imperial Shah ,Ali Baba & Sons ,Maharaja Elect., Jammu-Nirmal Entp.,Kapoor Electricals, Ajay Trading ,Standred Electricals,R.D.Entp.,Gupta Elect.,Jammu ,Khalsha Elect.,,Dogra elec.,kathua,Choudhary Elect.,Vijaypur,Verma Elect.,Kangra,Chopra Elect.,Hammirpur,S.Malhotra & sons,Mandi,Dunichand Elect. Ghumarvin etc. and I worked with Kumau All Dealer and Distributors- Haldwani,Kashipur,Rudrapur,Almora,Pithoragarh, Sitarganj etc.

Computer Knowledge : Basic Knowledge of Computer.

Training & Workshop Attends: TQM. ISO 9002, Kaizen, ZII, House Keeping etc.

Others: Height 6 ft. Weight : 82 Kg

Salary Drawn : 6Lacks Per Annum

Salary Expected : As per Company norms

Date:02/05/2023

Jaipur

- **V.S.Shekhawat**