

(M.B.A. in Marketing with 13 years' experience sales and technical service)

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A result oriented, highly analytical, and an entrepreneur at heart with more than 13 years of work experience in the field of Sales & Business development and R&D Product development & Quality Management. Skilled in channel and corporate sales, strategic planning, revenue generation, team management, problem solving, analytical thinking and customer relationship management.

PROFESSIONAL WORK EXPERIENCE

- ❖ **Currently working with CEAT LTD. as a Key Account Manager (Regional Service Manager), Jodhpur :- (Jodhpur, Bikaner, Ganganagar, Barmer, Churu, Pali, Nagaur, Jaisalmer, Hanumangarh & Sirohi) (Since Apr.2019 to till date)**

JOB PROFILE: -

- Selling Product
- Handling the **team of 4 area managers** to achieve the target in sales as well as in service.
- Facilitated **50% growth** in volumes over last year and increased **customer base by 50%** in the commercial segment.
- Designed and implemented strategic business plan to expand company's customer base and ensured its strong presence through effective customer engagement; **increased direct fleet sales by 250%**
- Identifies and generates leads through networking, cold-calling and marketing, converting into key accounts
- Actively monitored key performance metrics, identified challenges, and provided solutions utilizing proven problem-solving technique
- Understood customer requirements, utilized customer insights, analysed current market trends, competitive analysis, including competitor's product strategy and pricing and recommended actionable solutions
- Executed and analysed effectiveness of **BTL marketing activities**
- Introduced **process improvement** practices at Dealer counter, reduced customer turnaround time for warranty claim by Spot resolution increasing from 50% to 85%.
- New market development (New vacant market developed where CEAT presence not there Like-Suratgarh, Hanumangarh, Nagaur, Chatargarh, Sirohi, Pindwada & Banas)
- Meeting existing Dealers and Distributors and make strong relationship.

- ❖ **Working experience with CEAT LTD. as Manager-R&D (South & West) (Since Mar.2014 to Mar'19)**
South & West – (Jaipur, Ahmedabad, Bangalore, Vijayawada, Namakal)

JOB PROFILE: -

- Team handling (Five Test location- **Ahmedabad, Jaipur, Bangalore, Vijayawada & Namakal**)
 - Manage and lead Product Evaluation team to achieve company objectives.
 - Setting targets for Product Evaluation team as per the company objectives.
 - Monitoring team's performance.
 - Motivating team to reach targets and propose development plans
 - Keeping up to date with products and competitors and report to management necessary market intelligence.
 - Strategy according to market trend and forecast of future market need.
 - Action plan for market development.
 - Pre sales support.
 - Market research & product development
 - Fleet management
 - To provide feedback to HO/Plants on the performance of the products in the region.
 - Achieving Primary customer satisfaction.
 - Assist in product development.
 - Test Tyre fitment & follow up
 - Converting customer from non CEAT to CEAT
 - Making new dealers.
 - Prompt and efficient after sales service to customer in the region for customer satisfaction.
 - Assist in marketing activities to ensure achievement of targeted sales volume.
 - Solve claim related problem in product
- ❖ **Working experience with J.K. TYRE & INDUSTRIES LTD. as Service Engineer (Since Jun.2011 to Mar.2014)**
Jaipur depot as a Service Engineer (FE) (since Jun'2011 to Sep.'2013) – Jaipur, Nasirabad, Sikar, Jhunjhunu, Churu, Shahpura.
Jodhpur depot as a Service Engineer (since Oct.'2013 to Mar.2014) -Jodhpur, Bikaner, Ganganagar, Nagor, Barmer, Jaisalmer, Pali)
- JOB PROFILE: -**
- Conducting performance tests of our tyres against competitions
 - Making performance reports of test tyres on structural durability, mileage, and remoulding.
 - To provide feedback to HO/Plants on the performance of the products in the region.
 - Campaigns, customer meet and customer education.
 - OEM trainings and complaints attending.
 - Responsible for technical sales.
 - Surveys and studies, market trends, competitor activities.
 - Achieving Primary customer satisfaction.
 - Assist in product development.
 - Ensure and monitor handling of Claim.
 - Presales support.
 - Prompt and efficient after sales service to customer in the region for customer satisfaction.
 - Assist in marketing activities to ensure achievement of targeted sales volume.
 - Solve claim related problem in product

- ❖ **Working experience with BIRLA TYRE (Since May 2008 to Jun 2011)**
MEHSANA depot as a Sales Engineer (since Apr. 2010 to Jun.2011)
GANDHIDHAM depot as a Sales Engineer (Aug.2008 to Mar.2010)
JAIPUR depot as a sales Engineer (Since May 2008 to Jul.2008)

JOB PROFILE: -

- Selling product
- Customer claim resolution.
- Provide Technical knowledge.
- Making new dealers.
- Converting customer from Non-Birla to Birla
- Action plan for market development

Training

- Participated in **VEHICLE GEOMETRY DYNAMICS TRAINING** in **ASHOK LEYLAND PLANT** at **NAGPUR & CHANNAI**
- **BIRLA TYRE** - Bias tyre Technology, including defects.
- **J K tyres & Ind. Ltd.** Mysore & Banmore – Radial & Bias tyre technology, including defects.

QUALIFICATIONS

Qualification	Year	Institute	University/Board	Result
M.B.A.	2005-2007	Institute of Certified Management Accountants of India	Rajasthan University	60.00%
B.Sc.	2001-2004	Seth Motilal Collage	Rajasthan University	66.29%
12th	2000-2001	Seth Motilal Sr. Secondary School	Raj Board	73.08%
10th	1998-1999	Seth Motilal Sr. Secondary School	Raj Board	60.33%

Certifications & Accolades

- Participated in various competitions in school & college level
- Bagged the distinctions of winning prizes in quiz contest at ICMAI participated in various zonal youth festival & college activities
- Member of coordination committee at ICMAI

BELIEF & STRENGTHS

- Strongly believes in 3 D's: Dreams, Desire and Determination.
- Ability to work in a team and lead a team.
- Ready to learn and prepared to be taught.
- Task oriented.
- Adaptable to change.
- Never drop work in between.

PERSONAL INFORMATION

Fathers Name : Shri Vishwanath Jangir
Date of Birth : 16th Mar.'1983
Permanent Address : E-11, Indira nagar,
Jhunjhunu (Rajasthan) Pin-333001
Personal Interests : Quizzing, playing Chess & Cricket, Serving People

Here by I declared that the above-mentioned information is true and correct to the best of my knowledge and belief.

I assure you sir; I'll have no stone un-tuned to fulfil my job requirement with complete discipline, dedication & devoted work

Place: - Bikaner

Date: - 21/05/2021

(ANIL JANGIR)