

ANURAG SINHA

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SYNOPSIS

- A dynamic, result oriented, business-savvy management professional, well equipped with professional qualification {**BBA and PG Diploma in Global Sales & Marketing (NIS)**} and **trainings**, having more than **18.10 years** of rich experience in **Indian Market** in field of Sales Management.
- Expertise in handling **Key Accounts**, Trade Sale and Institutional Sales; Managing Dealers, Contractors, Interiors Designer, Architect; Business Development and Supply Chain management.
- Worked/Working with Market Leaders in their respective fields e.g.
 - **Sherwin Williams Coatings India Pvt Ltd.**
 - **Berger Paints India Ltd. - (SALE PRODUCTS: IMPORT ITALY PRODUCTS)**
 - **Alcea Coatings(India) Pvt. Ltd. (ITALY BASED COMPANY)**
 - **Becker Acroma Italia SpA**
 - **Kansai Nerolac Paints Ltd.**
 - **Kisan Group of Companies**
- b) Thorough exposure to various Systems/Procedures/Tools/Techniques in Sales; having excellent and consistent track record in terms of **exceeding the set Sales Targets/Expectations** most of the times.
- c) Expertise in organizing and conducting various Business Development Meets such as Dealers/sub-dealers meets, Contractors meets, Workmen level (Plumber, Painter, Carpenter, etc.) meets.
- d) Excellent communication, inter personal, liaison and problem solving skills.
- e) A strong leader and team player, adept at supporting team members to achieve personal and professional goals.

ACEDMIC CREDENTIALS

- **Post Graduate Diploma in Global Sales and Marketing** from National Institute of Sales (NIS), A Division of NIIT in year 1998.
- **B.B.A (Bachelor of Business Administration)** from the University of Madras in year 1996.
- **B.Sc.** (Maths, Physics, Chemistry) from M.G. Degree College, University of Gorakhpur (U.P) in year 1995.
- **Computer Knowledge** - Well versed in MS-Excel, MS-Word, MS-PowerPoint, and day to day use of Computer.

PROFESSIONAL EXPERIENCE

(Total Professional Experience = 18.10 Years)

A) **Sherwin Williams India Wood Coatings- Sherwin Williams U.S.A**

- *Joined* - Oct2014 as Sales Manager- India Wood Coatings
- *Responsibilities* - Sales & Marketing
- *Working Area* - India
- *Product Range* - Sherwin Williams (Italy) Wood & Glass Coatings Products

B) **Berger Paints India Ltd : TARGETED SALE ITALY IMPORTS PRODUCTS**

- *Joined* - Oct 2013 as Area Sales Manager(8-Level)
- *Responsibilities* - Sales
- *Working Area* - West-1 (Maharashtra)
- *Product Range* - Berger Becker (Italy) Wood Coatings Products

C) **Alcea Coatings (India) Pvt Ltd Subsidiary Company of Alcea SpA Italy**

- *Joined* - Jan, 2011 as General Sales Manager
- *Responsibilities* - Sales
- *Working Area* - India
- *Product Range* - Alcea Coatings(Italy) Wood Coatings Products

D) **Becker Acroma Italia SpA**

- *Joined* - Nov, 2009 as Liaison Manager(India)
- *Responsibilities* - Sales and Administration Responsibilities of Liaison Office(Mumbai-INDIA)
- *Working Area* - India
- *Product Range* - Becker Acroma(Italy) Wood Coatings Products

E) **Kansai Nerolac Paints Ltd.**

- **Joined** - Jan, 2005 as Sales Officers
- **Responsibilities** - To handle development of Dealers, Architects, Interior Designers, and Painting contractors
- **Working Area** - Mumbai
- **Product Range** - Wood Coatings Products

F) **Kisan Group of Companies**

- **Joined** - July 1999, as Sales Executives
- **Responsibilities** - To handle development of Dealers, Architects, Interior designers, and Painting contractors
- **Working Area** - Mumbai, Goa
- **Product Range** - All sizes of Agriculture pipes and fittings, SWR pipes and fittings, HDPE pipes and fittings, Suction House pipes, Plastic Molded Furniture etc.

TRAININGS

Ballmer Lawrie & Co. Ltd (A Government of India Enterprises):

Worked as **Sales Officer Trainee** and successfully completed one year training programmed in CFS (Container Freight Station, Import & Export) at JNPT, Navi Mumbai.

Training Profile: To meet all the major shipping agents such as Maersk, APL, Hyundai, German Shipping Line etc. for the container orders & to meet concerned Port Officials to obtain/prepare container's report.

GENERAL INFORMATION

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|-------------------|---|--------------------------------|
| a) Date of Birth | : | 3 rd August, 1974. |
| b) Father's Name | : | Late Sheri Santosh Dayal Sinha |
| c) Nationality | : | Indian |
| d) Category | : | General |
| e) Languages | : | Hindi & English |
| f) Marital Status | : | Married |

Date -

Place -

(ANURAG SINHA)