

ANURAG SHARMA

Mobile: +9888725757 **E-Mail:** anurag123458@gmail.com

Address: House No.-7, Sector-12-A, Panchkula (Haryana)

Career Objective: Seeking challenging and enriching assignments with key focus on **Sales& Marketing / Business development/Branding /Strategy** with an organization of repute.

PERSONAL DOSSIER

- ☐ **Date of Birth:** 3rd July ,1985
- ☐ **Father's Name:** Mr. Kashmiri Lal Sharma
- ☐ **Gender:** Male
- ☐ **Marital Status:** Married
- ☐ **Languages Known:** English, Hindi, Punjabi

PROFESSIONAL OVERVIEW

Expertise in **Sales & Business Development, Channel Management, Region administration, Team building and motivation, Key account management, Product Launch &Development.**

Creative, Energetic, goal-driven and result oriented professional with 11.5 years of experience in Strategy Formulation, Profit Centre Operations, Key Accounts Management, Channel Management, New Product development, Sales and Team Management.

Track record of overseeing profit centre operations and accountable for increasing profitability and achieving business objectives within budgeted parameters.

Adept in developing and appointing new channel partners to expand reach in the market and coordinating with dealers & distributors to assist them to promote the product with distinction of augmenting the business process operations.

Effective communicator, proactive planner and negotiator with strong analytical, problem solving and organizational abilities.

Expertise in reviewing and interpreting competition after in-depth analysis of market information for providing inputs to modify/ restructure sales strategies with increase in top line and bottom line profitability.

Exposure in handling client queries, providing them feasible solutions & building healthy relationships thereby achieving high client/customer satisfaction.

ACADEMIA

☐ **Full Time PGDM/MBA (Marketing & International Business)** from **IILM-Graduate School of Management, Greater Noida** in 2010.

☐ **Bachelors of Technology in Mechanical Engineering** from **Sri Sukhmani Institute of Engineering & Technology, Derabassi** under **Punjab Technical University**. Secured 67%

AutoCAD, Pro-E

12th from DC Model Sr. secondary School, Panchkula (CBSE Board). Secured 64%.

10th from DC Model Sr. secondary School, Panchkula (CBSE Board). Secured 73%.

PROFESSIONAL EXPOSURE



Reliance Industries Limited (RIL) is an Indian multinational conglomerate, headquartered in Mumbai. RIL's diverse businesses include energy, petrochemicals, natural gas, retail, telecommunications, mass media, and textiles. On 10 September 2020, Reliance Industries became the first Indian company to cross \$200 billion in market capitalisation. The company is ranked 96th on the Fortune Global 500 list of the world's biggest corporations as of 2020.

Regional Sales Manager-Relwood division(Upper North & Uttarakhand) From March 2021

Onwards:

- Handling Upper North & Uttarakhand region with a team of 3 members.
- Introducing the Relwood UPB boards, cladding and decking products in the market by appointing new channel partners, enrolment of architects, contractors, PMC's, OEM's, Builders.
- Creating and Implementing strategies for the region to increase the business and visibility of Relwood products.
- Appointing new Channel Partners across the region to increase the sales and reach of Relwood Products.
- Specification of products through architects, contractors, PMC's and OEM's based on various applications.
- Performing various business development activities like contractor meet, sub-dealer meets to generate secondary sales.



Greenply Industries Limited (Greenpanel) is India's largest wood panel manufacturer company. We stand at top when it comes to plywood, MDF, Wood flooring, decorative veneers and particle boards.

From January 2015- March 2021 as Branch Manager-Upper North (Regional Head)- Flooring & VAP division (Channel & Project Sales)(Handling Chandigarh, Haryana, Himachal Pradesh ,Punjab and J & K)

- Working as Regional Head for Upper North region- handling a team of 7 team members and a turnover of 18 crores annually through primary sales.
- Providing appropriate solutions to the clients based on their specific flooring requirements.
- Appointment of 3 distributors, 19 direct dealers and 140+ retailers in the region of Chandigarh, Haryana, Himachal Pradesh, Punjab and J & K from zero network.
- Trained and motivated the team members through ranking system and continuous training to create the best team profit centre wise.

- Prepared a database of architects, dealers, FAQs, associated for pricing policy and Sampling, Direct dealer policy making. Had been achieving annual sales budgets of 10 crores per annum from zero and making Green Floors, a successful brand.

Inspiring Great Spaces®



Armstrong is a global leader in the design and manufacture of floors and ceilings with consolidated net sales from continuing operations approximately \$2.6 billion in 2012. Based in Lancaster, Pa., Armstrong operates 34 plants in eight countries and has approximately 8,800 employees worldwide.

The company's global acoustical ceiling and suspension systems business is 90 percent commercial – offices, healthcare, education, retail, transportation and other segments – and 10 percent residential.

From July 2014 - December 2014 as Regional Sales Executive-ABP for the region of Chandigarh tricity, Himachal Pradesh, Haryana and parts of Punjab.

- Achieving net Sales Value & volume wise by managing proper product mix as per budget.
- Added 1 primary dealer during the tenure.
- Generating secondary sales of Primary dealers to liquidate the material.
- Specification of products by maintaining contacts with Architects, PMCs & Institutions.
- Giving regular feed back on competitor's activities in the area to the management.
- Revived one dealer in Rohtak.



Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. HRJ along with its Joint Ventures and subsidiaries has a capacity of over 51 million m2 per annum spread at its manufacturing plants across the country. During the fiscal year-ended 31st March 2014, H&R Johnson's gross revenues crossed Rs. 1887 crores.

From August 2010 – July 2012, working as Assistant Manager-Sales (Delhi) Trade and Institutional sales (2 years).

- Handling the area of Delhi, Ghaziabad, Noida, Greater Noida.
- Independently increasing the sales of the area from 60 lacs annually to 5 crores annually.
- Appointed new dealers and generated new project orders to achieve the budgets.
- Revived old dealers by routing small orders through dealers to generate their confidence in the brand.
- Manage Company's JV Showroom's sales and marketing activities. Attend conferences, exhibition (ACETECH-2011), Architect Meet to increase the enquiry base for its exclusive products.
- Depot inventory management, Business Strategy, Forecasting, Planning, Competitor analysis; update on new launches, communication, Presentation & other activities.
- Appreciated by the president (Sales) for bagging the highest project order of Angel promoters for 1.5 crores of stain free products.
- Specifying the product in Angel promoters pvt ltd, EWS Housing Noida, Omaxe, Amrapali.

From August 2012 - July 2014 (2 years) as Assistant Manager (Brand Head) for Chandigarh Branch.

- Handling the area of Chandigarh Tricity, Himachal Pradesh and Punjab.
- Handling team of 2 executives for enhancing sales of the division from 12 crores to 18.5 crores annually by creating good display centres, flourishing the Authorized retailer concept in the area, providing effective solutions to the end customers for their particular requirement.
- Creating the product mix to increase the sales of the products.
- Achieve monthly & quarterly sales budgets across Brand/Size/ Price Category by volume & value.
- Meet the architects, consultants, specifiers for getting Johnson brand specified in Big projects to generate secondary sales and Maintain cordial relationships with architects, contractors, govt. contractors for maximising revenue of company's business.
- Awarded Best performer in North for selling the highest volume of 80x80 GVT series during launch booking.
- Competitor analysis; update on new launches, communication, Presentation & other activities.

IT SKILLS

Proficient in MS Office, Internet, MS-Excel, MS Power-point, Basics of C and C++.

STRENGTHS

Inquisitive, Assertive, Adaptable, Execution Skills, Excellent Decision Making, leadership skills, Team Management.

ACHIEVEMENTS

- Member of college Cricket Team and participated in inter-collegiate Cricket Tournament (Secured 1st Position in Greater noida Inter collegiate cricket tournament). Awarded Man of the Match.
- Active sports person in school. Secured good position in school sports in Cricket, football, basketball and athletics on several occasions.
- Worked in disciplinary team of various school functions.

HOBBIES & INTERESTS

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- Listening to music.
 - Playing outdoor and indoor games.