

Name Dharmender Singh Arya

Qualification MBA-- Marketing Management from Faculty of Management Studies, University of Delhi.

CAREER OVERVIEW-- A seasoned sales professional having around vast **Nineteen years** of experiences in **Channel Sales, Project Sales/ Institutional Sales, Horeca Sales, Retail Sales & Modern trade Business**. Being a manager. I consider capability of building skills, strong Analytical and interpersonal skills, Negotiation skills and result orientation as my strength.

Experience Summary

Experience 19 years

Skills Leader Ship Skills, Team Handling Skills, Analyzing & Problem Solving Skills, Ability to work under pressure, Positive attitude, Initiative, Creativity, Drive Changes & Innovation, Task Orientation,

Work Experience
(1) Commissioned to appoint Super Stockiest (CSA/C&F), Distributors in the North India & increase Distribution Networks, Sales & Worked on additional Secondary Sales Parameters & tertiary Sales Parameters & Increase (Width & Depth) Sales parameters of the Dealers & Retailers, and Making Brand Promotion of all Premiums Products among Dealers, Whole Sellers, and Franchisee Stores with Customer Centric approach.

(2) Commissioned to do research on new product development and life of a particular product from its inception, development, growth, maturity and decline. To study Life Cycle Concept of a Product. Top Grade achieved.

(3) Commissioned to do research on reasons for the drop in sales of one of their products along with suggestions to overcome the problem. This was an assignment required for the course in analytical and strategic planning and management.

(4) Commissioned to do extensive & intensive research on new product development, including scientific research, focus groups, questionnaires, competition, and other developments. Prepared a detailed report and gave a presentation to the board along with suggestions. The comprehensive report was appreciated by all, all the suggestions were implemented.

Present Employer **STYLAM INDUSTRIES LTD.** as a **Regional Sales Manager** from (15th June 2017 to till date).

Designation Regional Sales Manager

Presently located at DELHI

Present Salary Rs. 8,10,000.00 per annum

Notice Period One Month

Looking for

My preferred place of posting Any Where in India

My expected salary Negotiable

Personal Information

Gender Male

Address A-138(2nd Floor) Majlis Park, Adarsh Nagar, Azadpur, Delhi-110033,

Phone/Mobile ' Mobile (+91) 9810778924, ' Mobile (+91) 9999955422

Email ID aryastylam@gmail.com, aryastylam@rediffmail.com, aryastylam@hotmail.com,

Detailed COVER LETTER & CURRICULAM VITAE are appended below.

COVER LETTER

The HR Manager,

Subject: Application for the post of Regional Sales Manager

Dear Sir/Madam,

In response with your advertisement in dated on....., regarding the post of the Regional Sales Manager in your firm/company, I put my candidature for the same. I have attached a copy of my detailed CV and detailed experience here along with for your kind perusal. The following is a brief description about me and my experience.

I have 19 years of experience. I have worked with several esteemed organizations like **M/S ADANI WILMAR LTD (FMCG-Food Industry)**, **M/S PIDILITE INDUSTRIES LTD(FMCG-Adhesive & Construction Chemical Industry)**, **M/S J.K.CEMENT LTD(FMCG-Cement Industry)**, and **M/S BERGER PAINTS INDIA LTD (FMCG-Paint & Construction Chemical Industry)**. Currently I have been working with **STYLAM INDUSTRIES LTD.** as a **Regional Sales Manager** Since 2017.

In the organizations mentioned above, I have performed different roles such as marketing researcher, analytical and strategic planner. I have worked in diverse situations. This vast experience has always made me look forward and stronger and stronger to accept the challenges I faced during my career.

I am highly motivated and possess an ability to overcome challenges in diverse situations. And my strong communication skills have always been a plus point.

Given a chance, I will be available for the interview at any time and place decided by you and will prove my caliber worth.

Yours truly

Dharmender Singh Arya

CURRICULAM VITAE

'Mobile (+91) 9810778924

DHARMENDER SINGH ARYA

'Mobile(+91) 9999955422

CAREER OVERVIEW-- A seasoned sales professional having around vast **Nineteen years** of experiences in **Channel Sales, Project Sales/ Institutional Sales, Horeca Sales, Retail Sales & Modern trade Business**. Being a manager. I consider capability of building skills, Strong Analytical and interpersonal skills, Negotiation skills and result orientation as my strength.

Sales & Marketing Professional--State Head /Business Head seeking senior level assignments across the FMCG industry

Sincere & diligent MBA professional with an experience of over 19 years in Strategic Planning, Business development & Sales-Marketing analysis, Competitive analysis, Business analysis & planning, Channel & project management, research, operations, Innovative inspirational leader, Distribution Management and Sales & Marketing Management, Channel Sales, Key Accounts Management, Client Relationship Management, Team Management, etc across the FMCG industry, Teamwork Expertise, Oriented With Strong Work Ethic, Problem-Solving, Communication, Interpersonal, Pre sales / launch, seeking challenging opportunity to work in managerial position with reputed organizations. With progressive management expertise and proven success in Food Industry (FMCG),Paints Industry, Construction Chemical industry, Cement Industry, Ceramic Industry, Tile Industry, Adhesive Industry, Building Material Industry, Laminate Industry, Stationary, Cosmetic Industry, Foil Industry. Have expertise in working in weak markets, Turn-around of business, team building, channel development & business start-ups. With MBA from Faculty of Management Studies, University of Delhi can deploy the "Go to the Market" in Tier II and Tier III town.

Consolidated Summary Of Key Roles & Responsibilities in STYLAM INDUSTRIES LIMITED

- **CSA/C&F:Six,Distributor's:30,Dealer's: 9360,Revenue:216 Crore Per Annum, Area of Operation: Responsible for entire North India**
- Achieving 216 Crores Per Annum value targets and products wise volume. Managing network of **CSA/C&F: Six, Distributor's: 30, Dealer's: 9360.**
- Managing sales force of **Six Area Sales Managers & 30 Sales Officers** persons. Area of Operation: Responsible for entire North India.
- Handling responsibility of distribution channel network & Modern retail for **Delhi, NCR, UP, UK, Haryana, Punjab, Gurgaon, Noida, Ghaziabad, and Faridabad** for North India for their sales & marketing. The position included responsibility for increasing sales, profitability and market share for a defined area(s) and to lead the channel sales and modern retail functionalities **Plywood Outlets, Paint Outlets, Hardware outlets, Paint & Hardware Outlets, & Franchisee Stores Outlets** & also drive initiatives in the non-modernized **MBO Outlets.**
- Commissioned to appoint **Super Stockiest (CSA/C&F)**, Distributors in the North India & increase Distribution Networks, Sales & Worked on additional **Secondary Sales Parameters & tertiary Sales Parameters & Increase (Width & Depth) Sales parameters** of the Dealers & Retailers, and Making Brand Promotion of all Premiums Products among Dealers, Whole Sellers, and Franchisee Stores with Customer Centric approach.
- Commissioned to do research on new product development and life of a particular product from its inception, development, growth, maturity and decline. To study Life Cycle Concept of a Product. Top Grade achieved.
- Commissioned to do research on reasons for the drop in sales of one of their products along with suggestions to overcome the problem. This was an assignment required for the course in analytical and strategic planning and management.
- Commissioned to do extensive & intensive research on new product development, including scientific research, focus groups, questionnaires, competition, and other developments. Prepared a detailed report and gave a presentation to the board along with suggestions. The comprehensive report was appreciated by all, all the suggestions were implemented.

- **Sales Support**→ Performing ad-hoc analysis. Supporting the involved stakeholders in the planning, execution and following up of strategic projects SFA (Sales Force Automation), and DMS (Distributor Software), Distributors ROI (return of Investment). Supporting channel/town class analysis (performance, profitability, etc). Supporting and monitoring of sales incentives for the field force. Managing debtors. Work with the team to correct market working discipline, daily targets vs achievement tracking.
- **Development and implementation of channel strategies**→ Developing and recommending guidelines on trade schemes and promotional activities. Analyzing & implementing in store activities and performance of channel/product/range. Participating in the weekly meetings and presenting the reports on performance analysis. Adherence to the correct in-store positioning of the products on the channel of reference, **developing and tracking appropriate KPIs**.
- **AREAS OF RESPONSIBILITY PERFORMANCE MEASURES (QUANTITATIVE / QUALITATIVE)**- Responsible for the secondary sale, tertiary sales in the state / territory by developing and maintaining the sales and marketing business plan and designing and monitoring individual and team sales objectives on **monthly, quarterly and annual** basis also responsible for maintaining the **MOP in the state / territory**. Regularly conducting retail outlet audits to study market share movements and track market share. Concentrating on strong tracks for volume growth & weak tracks to build brand image & growth.
- **Report / Analysis**→Managing and monitoring the main performance of **KPIs** (Value, distribution, efficiencies, debtors etc). Defining targets with regards to the KPIs monitored. Participating in the manpower planning (manpower dimensioning) phase. Responsible for developing the team through motivation, counseling, skills development and product knowledge development. Established the process of monitoring the performance of individual and team by proper reporting and communications mechanism involving sales reports, cyclical sales meetings etc. and individual growth plans. Recognizing and celebrating team and team member accomplishments. **Regional Budgets (contract, spend mgmt)**-Ensuring the RTC implementation at the retail outlets in the territory / state. Maintaining the organization standard wrt. Quality, distribution, visibility, promotion, price and persuasion at the outlet. Aligning the team for execution of the marketing plans in the territory as per the guidelines of the from state / regional marketing team while working within company policies, resources and budgets. Setting clear objectives for the team in terms of **width and dept. of distribution** at the retail universe by ensuring the availability of relevant SKUs and variants of the respective brands in the territory. I am responsible for the top line & net contribution earning (**NCE**). I am responsible to articulate the strategic planning for sales across Northern region with clear indication on market segments, product portfolio, pricing strategy and investments in terms of people and infrastructure.
- Responsible for customer research, market research, and competitor data and we are applying this information to increase market share.
- Also responsible for maintaining healthy customer relationships in terms of business promotion & execution results delivery of all **BTL activities** and managing and hiring process and sharing **KRA's** with the team member and guiding them to the overall objectives.

| Regional Sales Manager | Some Key Achievements With STYLAM INDUSTRIES LIMITED | Growth Path-15th June 2017 to till date |
|------------------------|---|---|
| ➤ | STYLAM INDUSTRIES LTD is a leading company in Laminate & Adhesive category & a generic name since last 7 decades. | |
| ➤ | Managing network of CSA/C&F: 6 , Distributor's: 30 , Dealer's: 9360 . Achieving 216 Crores Per Annum value targets and products wise volume. | |
| ➤ | Managing sales force of Six Area Sales Managers & 30 Sales Officers persons. Area of Operation: Responsible for entire North India . | |
| ➤ | Key Deliverable - Commissioned to appoint Super Stockiest (CSA/C&F), Distributors in the North India & increase Distribution Networks, Sales & Worked on additional Secondary Sales Parameters & tertiary Sales Parameters & Increase (Width & Depth) Sales parameters of the dealers & retailers, and Making Brand Promotion of all Premiums Products of Laminates, Veneers, Pre-Laminated Particle Boards, MDF Boards, Plywood Boards, Block Boards, Door Skins Boards, Wooden Flooring Boards, Adhesives products among Dealers, Whole Sellers, Franchisee Stores with Customer Centric approach. | |
| ➤ | Managing the Particle Boards, Laminates, Veneers, Pre-Laminated Particle Boards, MDF Boards, Plywood Boards, Block Boards, Door Skins Boards, MDF Boards & Adhesives products business worth Rs. 216 Crores Per annum - Channel Sales, Project Sales, residential & industrial Sales. Recruited and presently leading a team of Six Area Sales Managers, 30 Sales Officer, Appointing CSA & CFA , Distributors, Super stockiest, Dealers, Retailers, Franchisee Stores, establishing network across the Northern Region to promote all products. On the job training to sales team and Carpenter, Architects, Builders, Contactors, Applicators, Consumer, CFA , Distributors & Dealers to garner business for the Company, non-technical and a technical Support officer. Guiding Project Sales Team & Channel Sales Team to introduce our MDF board at plywood outlets & training them to sell all range of products at a premium. Working with the BDM Team for Product Approvals in MES, CPWD and other Government bodies. Formulating pricing strategy with marketing to capture landmark commercial projects. Identifying product gaps by working with sales team, taking feedback from channel partners, and ensuring new product development in coordination with R&D. Managing receivables for all channel partner and direct customers. Forecasting and ensuring availability of our products across RDCs . | |
| ➤ | Having expertise in working in weak markets, Poised to revive well known brand by introducing New Logo, New Packaging & comprehensive product range for Laminates, Veneers, Pre-Laminated Particle Boards, MDF Boards, Plywood Boards, Block Boards, Door Skins Boards, Adhesives products. | |
| ➤ | Currently handling entire North India. As Regional Sales Manager has the responsibility to lead the channel sales, Project Sales, business development and modern retail functionalities Plywood outlets, Paint outlets, Hardware outlets, Paint & Hardware outlets. & Franchisee Stores . | |
| ➤ | Motivating and influencing shade approvals through BDM team to builders, interiors, contractors, and door manufacturers for continued business. Formulating pricing strategy with marketing to capture projects of banks, corporate, etc. Managing receivables for all channel partner and direct customers. Forecasting and ensuring availability of our products from factory to end customers. Guiding the sales team to liquidate slow moving inventories to reduce pressure on working capital. Managing the New Age Product business (3 categories - Stylam High Pressure Laminates, Fiber Boards and Stylam Floors, Laminated Wooden Flooring to be launched in December 2017). Leading a team of Two Business Development Managers, Six Area Sales Managers . Strategizing and ensuring implementation of Stylam Floors launch to be piloted in Delhi. Appointing new Flooring distributors in Delhi with assigned geographies. Initiating retail audit in flooring business - minimum 1000 retailers to be identified before the launch. Ensuring the businesses are done with high contribution margin. Guiding Sales Team to make effective presentation to Architects to motivate and influencing product approvals in exterior facades endorsing Stylam Exteria. Designing trade schemes ensuring increased off take amongst retail channel partners. | |

- **Key Achievements:** Successfully appointed **30 distributors** in Northern Region. Played a key role in generating business of Rs. 216 Crore Per Annum.
- Got 3 times Consistence Appreciation for selected As **Best employee of the Month for Aug, Sep, Oct 2018** for Working on additional Secondary Sales Parameters and tertiary Sales Parameters and Increase (Width & Depth) Sales parameters of the retailers, dealers and Making Brand Promotion of all Premiums Products of Stylam laminate & adhesive products among Dealers, Whole Sellers, Retailers, Franchisee Stores and Consumers with Customer Centric approach. Achieved the ever Highest Growth (35%) in April 2018- March 2019. Crossed the budgeted plan for 2018-2019 (35% value growth). Opened 2000 new counters & 1500 FCS, which in turn helped to increase distribution. The area catered by my services measured the highest growth in Cluster i.e. (35 percent) against the base. Get **appreciated for Decision Making** for Profitability and Network Balancing with marketing initiatives taken in **Delhi, NCR, UP, UK, Haryana, Punjab**, which Results in gain of MS by 35 % in **Delhi, NCR, UP, UK, Haryana, Punjab**.
- **Noteworthy Highlights-** Responsible for managing Project Sales business operations and generating Project Sales Revenue: 120 Crore Per Annum, Acquired & managed high profile clients such as **Aakkriti, Ashiyana, Spring valley, Aiims, Era Group, Brahma kumaris, UNITECH,EMAAR MGF,OMAXE, PARSVNATH, EROS, HYATT, M3M, IREO, 3CS, J W MARRIOT, CROWN PLAZA, and HCL etc.** and Architect Firms involved in Building & Infrastructure Segment in North India regions. Steered the expansion of the company business, into the Retail Markets & Projects (Institutional) of Northern region covering nearly 100% of geography. Launched a professional range of products, specialty finishes for interiors and textures. Given responsibility of most critical market of North India for Retail sales & Project sales development, North India regions hold the distinction of managing complete Channel Sales, Institutional, Project & Direct Sales and Distribution Operations. Played a key role in introducing market correction in **South Delhi & West Delhi, NCR, UP, UK, Haryana, Punjab, Gurgoan, Noida, Ghaziabad, and Faridabad**, one of the toughest markets of North India. Excellent track record of distributing products through a strong Dealer Network in **30 territories**; instrumental in managing complete administration of **30 SO, C&F-6 & 30 Distributors, 6 ASM, 2 BDM & 2 PDM**, Established the Project Sales Structure / Re alignment of Network from scratch in **Delhi, NCR, UP, UK, Haryana, and Punjab**. Conducting various sales promotion activities to driving the sale of new products through **Dealers, Contactors, Carpenter, Applicators, Architects and Builders** like **CTW** in coordination with Sales Team. Implementation of sales incentive schemes strategy for end users.

| | |
|---------------------------|---|
| Financial | <p>Sales Strategy: Designing & executing sales strategies for each sub-category, states wise and ensuring month-on-month achievement of sales target (value wise and volume wise). Sales planning: Overseeing creation of monthly/ weekly/ daily distributor-wise, sub category-wise sales plan for the month. Translating the annual sales plan into quarterly, monthly, weekly and daily operational plans and developing sales targets (volume and value wise) for each sub-category of products for distributors-wise. New Product launches: Positioning new product line/brand/SKU in the assigned sales zone/markets by direct interaction with key retailers and through SO's. Ensuring revenue from sales of new products as per AOP targets. Collections: Ensuring timely clearance of outstanding payments from distributors. Market working plan adherence: Ensuring adherence for market working plan for team. Distributor expansion: Driving incremental revenue from distribution expansion.</p> |
| People Orientation | <p>Effective leadership: Defining daily tasks (Targets, Focusing on NPD products) for each C&F, Distributors, SO's. Market expansion: Motivating & leading SO's for establishing coverage, distribution and display objectives to meet Sales targets. Targets: Cascading targets for team & providing necessary support such as coaching, feedback, training & development to achieve targets for the organization. Ensuring 100% of team members achieved their assigned targets. Trainings: Providing inputs on training needs for the team. Recruitment: Recruiting and developing team members. Supporting HR in creation of a talent pipeline & ensuring business continuity in case of attrition. Evaluation: Evaluating SO's performance and creating customized action plan for each SO's.</p> |
| Internal Business Process | <p>Outlet mapping: Leveraging the SO's to build & periodically refresh the universe of Plywood Outlets, Paints, Hardware, in the assigned territories. Coverage improvement: Based on market visits, highlighting gaps in market & developing an action plan with SO's. Retailer engagement: Conducting Retailer visits to observe & improve product visibility, availability of NPD, brand investments & merchandising. Orders and credit management: Receiving distributor orders, checking credit limit & ensuring order details are shared with billing team. Competitive analysis: Analyzing competitor initiatives & preparing action plans to counter competition. Competitor schemes: Being up-to-date with latest competitor trade scheme & giving scheme recommendations to augment sales, communicating trade promotion schemes to SOs and Distributors. Scheme Success: Maximizing enrolment into trade schemes. Process Sanctity: Ensuring adherence for key sales processes. Channel partner engagement: Driving distributors/ retailer's engagement & scaling up efforts to increase number of participating distributors/ retailer's. Building capabilities of SOs, Distributor, Promoter's sales people & ensuring process compliance. Providing sharp, timely guidance & feedback to Sales team for effective decisions. Ensuring SOs adherence to SFA process through-PJP, Visibility, Availability, Share of shelf, Spot promotion, and Promoter management. Coaching and mentoring the team to enhance SOs skills. Strong engagement with SOs/KAMs. Enhancing capability of Sales team towards Effectiveness through Automation & data analysis to make it a competitive advantage. Establishes sales objectives by creating a sales plan and stretch targets for territories in support of region volume and market share objectives. Journey plan: Compiling market working reports from SO's and sharing them with the admin team. Promoting range selling within the given territories by leveraging my team for profitable growth volume. Implementing trade promotions by publishing, tracking & evaluating trade spending. Planning & executing promotions at state level for all brands. Sales Officer's. Evaluation: Evaluating SOs performance and creating customized action plan for each SOs. Mentorship and supervision: Mentoring, supervising and coaching the work of company. MIS reports: Preparing MIS reports for target vs actual sales.</p> |

- **Key Deliverable** -Managing the Interior Wall Coatings, Exterior Emulsions, Metal Finishes, & Wood Finishes business worth Rs. 168 Cr. Per annum - Retail and Industrial. Recruited and presently leading a team of 14 Sales Officer, Technical and a Technical Support officer. Appointing Retail Distributors, establishing network across key cities to promote Paints & Construction Chemical Products. On the job training to sales team to garner business for the Company. Guiding Retail Sales Team to introduce our Paints & Construction Chemical Products in retail outlets and Painters, training them to sell products at a premium. Working with the BDM Team for Product Approvals in MES, CPWD and other Government bodies.
- Managing the retail business worth Rs. 168 Cr. Per annum. Leading a team of 14 Sales Officer & 3000 large institutional dealers. Managed the retail trade business of Berger in DELHI & NCR as ASM. Leading a team of 4368 Dealers of DELHI & NCR to manage the primary and secondary business generation in the territory. Appointing New Construction Chemical distributors in Delhi with assigned geographies. Initiating retail audit in Construction Chemical business - minimum 1000 retailers to be identified before the launch. Ensuring the businesses is done with high contribution margin. Guiding Sales Team to make effective presentation to Architects to motivate and influencing product approvals in exterior facades endorsing Berger Exteria. Designing trade schemes ensuring increased off take amongst retail channel partners.
- Motivating and influencing shade approvals through BDM team to builders, interiors, contractors, and paint manufacturers for continued business. Formulating pricing strategy with marketing to capture projects of banks, corporate, schools, Hotels, Restaurants, Residential Houses, and Commercials Projects etc. Managing receivables for all channel partner and direct customers. Forecasting and ensuring availability of our products from factory to end customers. Guiding the sales team to liquidate slow moving inventories to reduce pressure on working capital. Managing the New Age Product business (3 categories -Berger Interior Wall Coatings, Exterior Emulsions, Metal Finishes, & Wood Finishes. Leading a team of Business Development Managers, 2 Key Account Managers. Strategizing and ensuring implementation of Berger Construction Chemical product launch to be piloted in Delhi.
- **Key Achievements:** Successfully appointed 14 Distributors/Depos in DELHI & NCR Region. Played a key role in generating business of Rs. 168 crore.
- Achieved the ever Highest Growth (35%) in April 2015- March 2016. Crossed the budgeted plan for 2015-2016 (35% value growth). Installed 1500 new machine, opened 1000 new counters & 700 FCS, which in turn helped to increase distribution. Revamped implementation procedures of the loyalty program, making it robust and user friendly. Increased extraction of exterior business/contractor to 30 Cr/annum (2000 contractors). Ownership of implementation of the loyalty program, included in the KRA of Institutional team ensured rapid success. Mentored the 'Customer Relationship Executives' on a regular basis through training on products/Sales Skills etc...5 CRE's managed to get absorbed by Berger as PST's under company payroll. Overall 35% value growth in retail & project business of territory over LY. 38 % volume growth in highly competitive exterior products category. Turnaround in NCR territory with doubling exterior volumes and increased builder/contractor endorsements. 2nd highest growing depot in the DELHI & NCR Region with 33 % value growth in C1 2018. Dealer outstanding brought down to 18 lacs from 44 lacs. Exterior volumes grew by 44 %, recognized for being in top ten in the country.

- **Key Deliverable-Profile:** Regional responsibility for expansion and business drive for Channel Sales, Project Sales & Modern Retail. Reporting to the Country Business head for Modern Retail .Team Strength 14 sales officer and 42 store operation staffs. Identifying key dealers and converting them to modern retail format in franchise and coco format. Establishing Modern retail business by converting traditional cement stores into modernized lay out across northern region. Formulating marketing strategies, Designing & ensuring proper implementation of unique offers, Maintaining store staff by recruiting, selecting, orienting, and training employees. Achieving financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions. Ensuring availability of merchandise and services by approving contracts; maintaining inventories. Marketing merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- Completely Responsible for all functions including establishing & augmenting overall sales infrastructure, Top line and Bottom line. Played a significant role in launching various products/Sizes & executing various dealer schemes at Zonal level for augmenting business volume & profitability. Responsible for strategic business calls, product, price & promotion strategies. Also fully Responsible for marketing part of 'Gothan' Plant including P&L.
- Assignment was as BUSINESS HEAD of one of the largest business vertical, Vitrified Cement with J.K.CEMENT LIMITED, designated as Area Sales Manager. As Business Head of Vitrified Cement, Completely Responsible for across Delhi &NCR all functions including establishing & augmenting overall sales infrastructure, Top line and P&L, having ensured fastest growth of this Vertical in Cement Industry consistently. Worked successfully in extreme situations both in professionally managed & Owner driven work environment, with strong adaptability to work in any environment & Market situation. Handling Imported Cement segment sales as a separate vertical with complete responsibility including P&L.
- **Key Achievements:** Successfully appointed 14 distributors in Delhi & NCR Region. Played a key role in generating business of Rs. 126 Crore Per Annum.
- Got honored with " Ever Highest Sales Growth in all White Cement products & Putty products as well as Value Sale (Sales Incentive for the year (2010-2011), presented by Director's held at Taj Mumbai. Target Achievement in New Products Sales Incentive for the year (2011-2012).
- Also received "J.K.CEMENT Sales Achievement Awards award", employee of the year 2012-13 in terms of over-all contribution and growth in top line & bottom line. Excellence in Grey Cement, White Cement, Wall Putty Brands & Water Proofing Products (2012-2013).

- **Key Deliverable-** Commissioned to appoint Super Stockiest (CSA/C&F), Distributors in the Delhi & NCR region and increase Distribution Networks, Sales & Worked on additional Secondary Sales Parameters & tertiary Sales Parameters & Increase (Width & Depth) Sales parameters of the dealers & retailers, and Making Brand Promotion of all Premiums Products of Construction Chemicals products(water proofing products) & Adhesives products among Dealers, Whole Sellers, Franchisee Stores with Customer Centric approach.
- Managing the business worth Rs. 60 Cr. Per annum in Delhi, NCR and Haryana. Leading a team of 10 Sales Officers, Managing businesses and finances of Project Distributors and Applicators and establishing them as an alternate module for garnering business for the Company other than conventional retail outlets. Ensuring business through leading builders - Hiranandani, Lodha, Kalpataru, Akruti City, Rushtomjee, Rahejas, India Bulls, Oberoi, Kumar Builders, Kolte Patil etc and leading waterproofing applicators of the region - Leak proof, All India Waterproofing Noble Waterproofing, Gubbi, Buildtech Construction, Reliable Waterproofing etc. To promote company's waterproofing systems and other construction chemical products in projects in the region by also meeting RCC Consultants, Project Management Consultants, Corporates and Government organizations like Pantaloon, Tata Housing, IITs, SBI, RBI, Central Railways, and MES etc. To ensure team makes method statements as per the BOQs obtained from the builders, site trials for getting the product approved and ensure fast turnover of New Construction products. Management of inventories and C&FA in order to ensure smooth supply chain for the customers. Liasoning with specifications team and applicator cell driving them to get product endorsed through major consultants and also ensuring presentations at Corporate offices as well as sites of key clients.

- **Key Achievements:** Successfully appointed 10 Distributors in Delhi & NCR areas. Played a key role in generating business of Rs. 60 Crore Per Annum.
- Target Achievement in New Products Fevicol Marine, Fevicol Speedx, Fevicol SH, Fevicol Parcole (Sales Incentive for the year (2004-2005).
- Excellence in Sales Achievement Awards in Flanking Brands, Repellin WR, Proofcote Black, Pidicrete MPB, Krystalline (2005-2006)
- Excellence in Sales Achievement Awards in Dr Fixit Admixtures, Pidicrete CF21, Pidicrete CF101, Pidicrete CF111, Pidicrete CF51 (2006-2007).
- Excellence in Sales Achievement Awards in Dr Fixit Grouts, Pidigrout 5M, Pidigrout 10M, Dampfree (2007-2008).
- Target Achievement in New Products like Pidipoxy EP, Pidipoxy EC, Pidotop 333, Pidotop 444 (Sales Incentive for the year (2008-2009).
- Ever Highest Sales Growth in all products as well as Value sale in Fevimate PA, Silicone Sealant, Pidiseal PS43, Pidiseal Safe (2009-2010).

Industry—Food Industry Some Key Achievements With ADANI WILAMAR LIMITED Growth Path—02nd July 2001 to 10th June 2004

- **Key Deliverables:** Commissioned to do research on new product development and life of a particular product from its inception, development, growth, maturity and decline. To study Life Cycle Concept of a Product.
- As Area Sales Executive have the responsibility to lead the channel sales and modern retail functionalities **General Trade/General Stores Outlets, Kiriyana Shops Outlets, Modern Trades Outlets & Franchisee Stores Outlets** & also drive initiatives in the non-modernized **MBO Outlets**.
- **Job Responsibilities--**Building, Establish & maintain customer base for Delhi in channel sales, Retail, Corporate, Institutional and Horeca segment. Providing sales support & service to the existing Key Account customers, solicits new Customer development and attain sales target. Conducting market benchmarking of the wholesale/retail markets consistently to maintain appropriate pricing. Managing sales to Corporate, Bulk Buyers, Horeca & to develop distribution plan by leveraging sourcing capabilities to extend sales. Developing market potential assessment & identify Key Accounts for Institutions and close contract at profitable terms with specified customers (or within a specified commodity). Meeting potential customers on a regular basis & ensure significant personal rapport with Key customers through regular formal & informal interactions. Monitoring customer bookings and ensure SOP compliance through CRM, OPS team and Finance with a coordination with National Buyer.
- **Key Accounts Handled:** All 5 star Hotels in Delhi, Top Premium School, colleges, Restaurants, Educational Institutes, IT companies and Banks.
- **Key Achievements:** Demonstrative abilities by building a new network in Delhi areas. Successfully appointed 6 distributors in Delhi areas. Played a key role in generating business of Rs. 14.40 crore Per Annum. Business on negligible base.

EDUCATION

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|------------------|---|
| MBA | ➤ Master's Degree in Business Administration -MBA-- Marketing Management from Faculty of Management Studies, University of Delhi. |
| IT Skills | ➤ IT Skills→Post Graduation Diploma in Computer Application from Kurukshetra University. |
| BSC | ➤ Graduate in Science from Maharishi Dayanand, University, Rohtak. |

PROFESSIONAL EXPERIENCE

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|---------------------------------|--|
| STYLAM INDUSTRIES LTD. | ➤ Currently working with STYLAM INDUSTRIES LTD. as a Regional Sales Manager from (15th June 2017 to till date). |
| BERGER PAINTS INDIA LTD. | ➤ With BERGER PAINTS INDIA LTD as a Area Sales Manager for Four years (02nd April 2013 to 14th June 2017) |
| J.K.CEMENT LTD. | ➤ With J.K.CEMENT LTD. as a Area Sales Manager for Three years. (16th February 2010 to 01st April 2013). |
| PIDILITE INDUSTRIES LTD. | ➤ With PIDILITE INDUSTRIES LTD. as a Area Sales Manager for Six years. (11th June 2004 to 15th February 2010). |
| ADANI WILMAR LTD. | ➤ With ADANI WILMAR LTD. as a Area Sales Executive for Three years. (02nd July 2001 to 10th June 2004). |

SKILLS

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|--|--|
| Team Management | Team management typically involves setting team priorities and performance objectives, reviewing performance and methods employed, and spearheading the team's decision making Process. |
| Profit Centre Operations | The profit center enables a company's executives and management to Determine how best to focus its resources to maximize profitability. |
| Distribution Management | The path through services travel from the company to the consumer. I established successful Distribution Channel Network & Institutional/Project Sales Network in India's top most FMCG Companies. |
| Customer Relationship Management(CRM) | Customer relationship management (CRM) is an approach to managing a company's interaction with current and future customers, in order to better improve business relationships. |

Training & Educating to Sales Team By Giving Training Workshop on Excellence in Channel Management, Institutional Management

My sincerity and passion for training has only continued to grow. I believe Training has gives me the opportunity to be a participative catalyst in the process of value creation, by developing people & their capabilities. Fortunate having imparted training to varied audiences and my sessions are marked by clarity, practicality, enthusiasm and humour. Endeavour to bring a warmth and sensitivity to my work; establishing an instant connects with my audience, I am able to carry them along with me on a common cause. Objective is to ensure that at the end of every session, the participants are confident of their ability to apply their newly acquired knowledge and skills. As training enthusiast, get involved in every aspect of the Training process, from understanding Training requirements to effective facilitation and post training evaluation. A low-key but attentive collaborator with strong people and communication skills. Adapt well to the shifting demands of various training assignments and Always open to suggestions and customization. I believe that 'appreciation of creativity in every form' has been the key factor in developing me as a Training Professional. Creating, developing training programs for non-technical employees in sales for products. My role is to help the sales team in building technical competency in sales, resolving their complaints.

Academic Project (Summer Training)-To Work Out Model For Increasing Retail Penetration Of AMUL Ice Cream Based On Live Market Research. Organization-Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF Ltd-FMCG COMPANY). Period APRIL 2001(3months).

PERSONAL DETAILS

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|-----------------------|---|
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Date ---
Place ---
(Dharmender Singh Arya)