

Atul Mukhraiya

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Business Development/Key Account Management/Export Business



Result-oriented and visionary professional who builds high-performance sales teams and develops Successful new market for better growth and margin for the company.

Professional Snapshot

- Exceptional leadership with talent in selling products, quality, service & value over price. Possess 16+ years of experience in Paints and FMCG in Strategic Planning, Sales & Marketing, and Channel Management & Business Development.
- A keen analyst, highly skilled in market/sales forecasting, quick to identify & formulate strategies of Marketing to exploit business opportunities.
- Demonstrated ability in restructuring operations to revitalize the business.
- The distinction of leading & managing operations that have contributed to high growth rates in the very long term.

Core Competencies

- Strategic Planning
- Sales & Marketing
- Market/Sales Forecasting
- Relationship Management
- Dealer/Distributor Management
- Team Leadership

Employment Account

Chief Product Manager Paints (Sales & Marketing) | WALPLAST PRODUCT PVT LTD"
July 22 Present"

- Strategy Development: Defining product goals, features, and target audience.
- Cross-Functional Collaboration: Working with R&D, design, and marketing teams.
- Customer Feedback: Gathering insights to refine and improve the product.
- Go-to-Market Planning: Orchestrating product launches and marketing efforts.
- Performance Tracking: Market Understanding Analysing trends, competition, and customer needs.
- Monitoring sales, customer satisfaction, and metrics.
- Communication: Bridging teams and conveying product value internally and externally.

- Industry Awareness: Staying updated on trends and technologies for innovation.

Sales Manager (Sales & Marketing) | KIBOKO PAINTS & PLASTICS" Sep 17 – March 22"

- Efficiently managed a dealer network of 125 active dealers.
- Unit Head overseeing operations in Mwanza, Tanzania.
- Led primary and secondary retail channel sales.
- Managed a diverse team, including ASM, sales officers, and admin personnel.
- Implemented tactical schemes for short-term and midterm sales growth.
- Executed product and service-related initiatives for market development.
- Maintained network through various activities and inventory planning.

State Head / Sr Area Sales Manager (Sales & Marketing) | JAIN FARM FRESH FOODS LTD" Dec 15 - Sep 17"

- Developed and managed distribution networks, enhancing sales performance.
- Guided sales team to achieve growth and revenue goals.
- Conducted market research and provided innovative ideas.
- Regularly reviewed sales performance and provided timely feedback.
- Maintained stock planning and customer services.
- Tracked sales team KPIs and aligned with company revenue goals.
- Interacted with end consumers, provided consultations, and maintained retail chain relations.

TERRITORY SALES OFFICER II/PROJECT SALES OFFICER II | ASIAN PAINTS LTD" AUG 07 - NOV 15"

- Implemented robust market and channel development strategies.
- Successfully launched new products and managed dealer relationships.
- Ensured collection control and optimized credit management.
- Introduced new color worlds for enhanced product offerings.
- Monitored and optimized dealer scheme achievement.
- Built strong relationships with decorators, contractors, and influencers.
- Achieved Mid Term and End Term KPIs, driving secondary sales.

Professional Achievements

- Multiple awards for best-performing territory and color world installations.

- Recognized for achievements in various contests and performance categories.

Professional Training Undergone

Dealer/Distributor Management Program

Professional Effectiveness Program

Data Analysis & Data application technique.

MDP programme from IMT Nagpur

Projects Done

Organisation : KINETIC MOTOR, Jabalpur. (Summer Internship-2007)

Title : **Marketing planning of kinetic motor how to increase sales.**

Duration : 45 days

Organisation : Asian Paints Ltd Gwalior. (ECA 2012-13- Company Research Project Program)

Title : **Design strategy & planning to increase dealer profitability in Gwalior & major upcountry of Gwalior Unit**

Duration : 6 months

Professional Degree & Certification

❖ **MBA- Marketing** from the FMS Department at the University of SAGAR in **2007**.

❖ **B.Sc.** Instrumentation from University of SAGAR **2004** from Electronic Department.

IT Skills

❖ MS Word, PowerPoint, and Advance Microsoft Excel.

❖ SAP

❖ Chat GPT and AI Tools

❖ Pursuing Green Belt Six Sigma Certification

❖ Digital Marketing

Personal Details

Date of Birth	: 20 th AUG, 1983
Father's Name	: Mr. R.C Mukhraiya
Mother's Name	: Mrs. Krishna Mukhraiya
Address	: 206, Shakti Nagar Makronia Sagar (M.P.)