

KULBHUSHAN S. KHAPRE

Territory Manager – Fosroc India

MBA with 14+ years of multi-disciplinary experience in the areas of Sales - Marketing B2B, B2C and KAM and Distributor Management.

✉ bhushankhapre@gmail.com / 📞 +91-9923017593

👤 CORE COMPETENCIES

- ↑ Handling construction chemicals Portfolio
- ↑ Waterproofing chemicals
- ↑ Business Development
- ↑ Promotional activities
- ↑ SFA Handling
- ↑ Distribution management
- ↑ Sales & Marketing Support

👤 SOFT SKILLS



🎓 EDUCATION

2004-2006: MBA in Marketing from RTM Nagpur University; Secured 60%.

2000-2003: B. Com from RTM Nagpur University.

1998-2000: HSSE in Commerce from Maharashtra state Board; Secured 60%.

👤 IT SKILLS

- 🔴 **Operating System:** Windows—98, 2000
- 🔴 **Application Language:** MS-office, Excel, Power point
- 🔴 **General IT awareness:** Internet browsing, Social Media Practitioner
- 🔴 **Software** – DAX (Order influx, material price and stock availability data, customer ledger etc.)

👤 EXECUTIVE PROFILE

High integrity offering 14+ years of multi-disciplinary experience in the areas of Sales, Marketing & Business Development, Channel Development, and Distributor Management.

Deep knowledge of B2B and B2C market management.

Handling 5 Team players with 5cr. Business portfolio. (2 Off roll)

Marketing – Arrange Builders, Contractors, Developers & Engineers meets and presentations on Construction Chemicals & waterproofing products.

Driving overall business Development, Operation, Revenue Generation & Profitability from Pune & ROM Territory.

Demonstrated ability to use critical and strategic thinking to resolve discrepancies, fill gaps and sustain quality control benchmarks.

Capability to multi-task with strong analytical and problem-solving skills.

CAREER TIMELINE



🎓 SUMMER PROJECT

Organization : INDIABULLS SECURITIES LTD.

Duration : 2 Month (March-April 2006)

Project Title : Market Potential of Investment in Share in Nagpur Region.

Description : The project was focused on studying Market potential for the investor in INDIABULLS Securities Ltd. downstream marketing in Nagpur Region & Marketing of Financial Products i.e. Stock Trading, Mutual Funds, IPO & Dematerialization of Shares.

👤 WORK EXPERIENCE

Jan-2023 To Nov 2023 - As a Territory Manager, Mumbai

Nov-2017 To Dec-2022 As a Asst. Sales Manager, Pune & ROM Fosroc Chemical (I) Pvt. Ltd India

Key Result Areas:

- 🔴 Handling network of 1 SFA & 58 Distributors.
- 🔴 Support to 5 Sales Executives & 2 FSG's.
- 🔴 Delivery of the branch sales budgets in accordance with approved budget plans from SFA, team members, and Off roll team members.
- 🔴 To focus on Segment wise sales and drive high GM product sales to Improve sales with higher GM Ensure that sales plans and objectives are integrated with supply chain and production plans. Through the SOP process
- 🔴 Actively organized Promotional activity – Shop meet, Contractor, Engineers, Applicator meet for product and application awareness program
- 🔴 Arrange product training programs for business partners contractors and applicators.
- 🔴 Delivery of the branch margin targets of the Distribution channel in line with the approved budget plan.
- 🔴 Achieve appropriate credit review, trade agreements, and follow-ups with channel partners through the sales teams.
- 🔴 To provide information on Competition activity periodically through regular MIS reporting

PREVIOUS EXPERIENCE

May'15- October'2017

STP Ltd., Pune as a Area Sales Manager

Handling sale of 4Cr with existing distributor and new contractors.
Strategic Management & New Channel development for Chemical Waterproofing, Epoxy Flooring & Bitumen Membrane.
Driving overall business Development, Operation, Revenue Generation & Profitability from assign territory.
Specify product in Govt. segment MES, MSEB, Railway etc. as well private segment ie. Gammon, IVRCL, NTPC etc.
Arranging meeting with Key Account team for product specification

March'14- May'15

MYK Schomburg India Pvt. Ltd., Pune as a Area Sales Manager

Managing Sales of 3.00 Cr. With 9 Distributor and 450 retail counters with team of 2 executive and 5 distributor payroll Team.
Handling Retail Sales and Marketing for Admixture, waterproofing and Rebaring chemicals
Responsible for daily secondary sales through sales staff and monitor every day/ Weekly/Monthly performance.
Planning & implement sales strategies and achieve the assigned target, Credit control, payment collection, resolving complaints

Sept'10-March'14

NCL Industries Ltd Pune western Maharashtra & Marathwada as a Area Sales Manager

Achieved Turnover of 9 Cr for the year 2013-14
Leading Team of 4 Sales Officers and 27 Distributors in a territory.
Identifying new channel partners and new market segments.
Find out new projects, and closely work with Architects, Interior contractor & Builder.
To control on credit and payment collection responsibility.

July'09 – September'10

Pidilite Industries Ltd., Goa & Pune as Sr. Sales Officer

Achieved sales worth Rs.80L/ Annum from network of 15 Distributor & 2500 retailers in rest of area with 1 ISR
Expansion Distributors in vacant areas (Ratnagiri, Chiplun, PCMC, Karad & Solapur)
Developed dealer network coverage in Pune, Western Maharashtra & Goa.
Payment follow up from distributors

Aug'07 – July'09

Infomedia 18 Ltd. Pune as Sr. Sales Executive

Space Selling (Advertisement) to B2B & B2C client for Infomedia Yellow Pages Directory.
Introduce and leading Industrial Directory for Pune, western Maharashtra & Marathwada Industrial area.
Meeting with Ad-Agency for generation of business

Feb'04 – July'06

Finance Sales

Selling of Financial product Credit Card, Home Loan, Personal Loan, D-mat and Trading account
Meeting with DSA's, C.A.'s, Builders, Agents for Loan generation of business.
Product campaigning at govt. offices & inhouse bank walking customer for awareness of product and lead generation for business.

ACHIEVEMENT

- 1) Fosroc – Achieved Promising Branch award for 2022.
- 2) STP Ltd –a) Achieved Highest sales performance Award 2016-17 and Tanishq Gift Voucher of Rs.25K
b) Crack Gammon order of .05Cr for Bridge deck waterproofing by 3mm APP Bitumen's Membrane
- 3) NCL Industries Ltd. -a) Achieved Highest sales performance Award 2011-12 and Gold Medal along with Gift of 8 Gm. Gold
b) Achieved 3 Years continuously top sales performance Award 2014

PERSONAL DETAILS

- Date of Birth** : 25th May 1982.
- Marital Status** : Married
- Languages** : Marathi, Hindi, English.
- Address** : Q-704, Sun Universe, Narhe, Pune-411041-MH- India.

I hereby declare that the above written particulars are true to the best of my Knowledge and belief.

Place : Pune

Date :

(Kulbhushan S. Khapre)