

CHANCHAL KUMAR

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Expertise in Retail & Institutional Sales, Business Strategy, Annual Sales Plans with P&L Management, targeting assignments company of high repute in Building Material and construction industry Related Items.

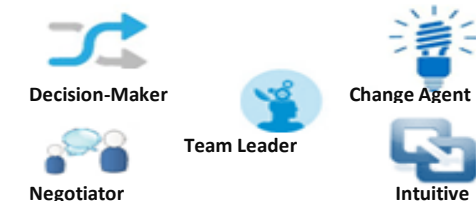
PROFILE SNAPSHOT

Versatile professional offering over 16 years of experience in achieving **business growth objectives** by investigating new business opportunities & maximizing the competitive strength for long-term success

- Retail Operations
- Government Business
- Team Management
- Business Development
- Key Account Management
- Channel Management

- Currently associated with **Nitco Ltd. as Regional Manager (Sales &Marketing)**; spearheading diverse leadership functions with an aim to deliver positive outcomes in terms of growth, revenue and market share Proficient in **sales projections, budgets, cost-control systems & standardized procedures** designed for stable operations & bottom-line profits; strategic leader with capabilities in accelerating growth & improving profits
- Notable success in **driving new business by streamlining dealer networks, channel, project, Government & institutional sales**, implementing product launches & providing trainings with a focus of delivering ROI for a positive business flow
- Possess excellent **business and project management expertise** with excellent planning, execution & resource balancing skills
- Competent in conducting business valuations & industry analysis aided by good understanding of the **products and sales forecasting techniques**

Soft Skills



Career Time Line



Parryware
always in fashion

NITCO

TILES MARBLE MOSAICO

SOMANY
Tiles | Bathware

Work Experience

Since- Oct'19 Nitco Ltd. Regional Manager –Sales & Marketing ,Rajasthan

Key Result Areas:

- Looking after the operations related to Channel sales / Distribution Network / Sub dealer Sales/Project sales of the entire Rajasthan market

- Directing efforts towards the network development of Distributors, Dealers & Sub Dealers.
- Tracking secondary sales for brand establishment (Tiles).
- Organizing meetings with the Distributors/ Retailers/ Contractor/Architects/Government Officers/ Engineers etc. for product development and to know new market demand
- Conducting the influencers meet like Government Engineers/Contractors/Architects to spread the technicality of the Product.
- Developing strong market knowledge of existing and potential clients and ensuring business growth opportunities aligned to company's strategic plans with a team of 5 members for business worth INR 15 Crores
- Established Nitco Ltd. in the entire Rajasthan by doing placements and created brand awareness.
- Administered the special order of projects and approvals
- **Highlights:**
- Appointed 2 Distributors/ 25 Dealers/30 Sub Dealers/ 8 Franchises store
- Organized large scale events in the designated territories
- Achieved/exceeded monthly sales targets and gross profit quota by identifying, prospecting and qualifying new customers and selling through strategic partners
- All time Highest sale in Rajasthan Nitco History

July'13 - Oct '19 Somany Ceramics Ltd. As SR.Area Sales Manager–Sales & Marketing/Business Development-Rajasthan

Key Result Areas:

- Looking after the operations related to Channel sales / Distribution Network / Sub dealer Sales/Project sales of the entire Rajasthan market
- Directing efforts towards the network development of Distributors, Dealers & Sub Dealers.
- Tracking secondary sales for brand establishment (Bathware).
- Organizing meetings with the Distributors/ Retailers/ Contractor/Architects/Government Officers/ Engineers etc. for product development and to know new market demand
- Conducting the influencers meet like Government Engineers/Contractors/Architects to spread the technicality of the Product.
- Leading a team of sales personal including R1 and R2.
- Established Somany Bathware in the entire Rajasthan by doing placements and created brand awareness.
- Administered the special order of projects and approvals
- **Highlights:**
- Appointed 5 Distributors/ 8 Dealers/150 Sub Dealers.
- Organized large scale events in the designated territories.
- Consistently achieved the designated sales targets on a quarterly basis.

Apr'11-Jun'13 Parry ware (Roca Bathroom Pvt. Ltd.). As Sr. Sales Excutive –Rajasthan

Key Result Areas:

- Looking after the operations related to channel sales, distribution and dealer management
- Responsible for building a network of working relationship with team,dealers & distributors
- Close working with interior designers, Architects, Fabricators to get the product approved along with the Team.
- Organizing meetings with the retailers/Architects/Fabricators for product development and to know new market demand Accountable for primary & secondary sales operations and retail network development
- Developing network of dealers and sub dealers & project
- Planning & implementing schemes & sales promotional activities
- Responsible for organizing market research efforts as part of key sales strategies

Highlights:

- Appointed 2 Distributors/ 3 Dealers/35 Sub Dealers.
- Consistently achieved the designated sales targets on a quarterly basis.
- Looking after a turnover of Rs. 4 crores

Feb'07-Mar'11 Many Local Brands Alwar And Shekawati as Sales Excutive(Sales & Marketing)

Key Result Areas:

- Creating product awareness and providing service to the existing clients while developing new clients
- Handled secondary sales and client network development
- Spearheaded the operations related to development of new markets & new areas of business growth under market expansion
- Looked after the implementation of sales promotional activities as a part of brand building and market development

Highlights:

- Worked as a team leader for retail network
- Responsible for overseeing and managing a team of **6 sales Officer**
- Responsible for formulating promotional strategies and organizing sales initiatives

Significant Accomplishments:

- . Distinction of receiving “National Sales Champion’ award for Best Performance at Somany ceramics Ltd. (Bathware)For continuous two years 2015 & 2017.
- . Holds the merit of attaining continuously target for 30 months with average 40% recordable growth in Somany ceramics Ltd. (Bathware)
- . Selected by the Company to attend “NinjaProgram” along with the team of 10 from all India.
- . Attended Advance certification course for sales Professionals Training Program Noida.

ACADEMIC DETAILS

- MBA (Marketing) from Xaviers institute of Business Management studies, Bangalore.
- BMS from Xaviers institute of Business Management studies, Bangalore.
- Sr.Sec. from Board of Secondary Education, Rajasthan.
- Secondary from Board of Secondary Education, Rajasthan.

IT SKILLS

- . Well versed with:
- . MS Office-Word, PowerPoint & Excel

PERSONAL DETAILS

Date of Birth: 12th April, 1983
Marital Status: Married
Languages Known: English and Hindi

