

NAVNEET SHRIVASTAVA

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📍: Flat No. 801-A-6, Casa Greens1, Sector 16 Greater Noida West (Noida Extension)

Seeking senior managerial level assignments in Sale & Marketing / Branding / Channel Management with an organization of repute preferably in Electrical Switchgear / Power/ Steel and Manufacturing sector.

PROFILE SUMMARY

**Sale & Marketing
Product Promotion**

**Branding
Brand Approval**

**Channel/Distributor
Key Account Management**

**Management
Key Account Management**

- Consistent success in maximizing corporate/ channel partner/ distributors performance, driving growth, generating revenues, capturing market share and enhancing the value in domestic markets.
- Demonstrated abilities in expanding the market, brand building, generating new trade and targeting the potential customers.
- Creating business development procedures, channel partner's / dealership standards and sales strategies as well as service delivery plans & guidelines.
- An effective communicator with strong planning, interpersonal and people management skills.

AREAS OF EXPERTISE

- Overseeing business development operations and accountable for increasing profitability and achieving business objectives.
- Formulating Quarterly business plans for overall development & business growth.
- Networking with financially strong / reliable channel partners.
- **Handling full cycle from start point of Enquiry generation with channel partners and OEMs, EPC Contractors, Order Booking/Purchase Order receiving analyzing, up to Payment realization, inclusive of plant and logistics follow-up, customer destination and head office/Factory close loop update for smooth progress.**

EMPLOYMENT DETAILS

POLYCAB INDIA LIMITED., Delhi as Sr., Manager – Sales May'2018 - till date

Key Accomplishments-

- Responsible for achieving of target for the signed territory.
- Improve market share and ensure presence in all the relevant sectors.
- Responsible for maximum acquisition of Wires/Cables through channel partners/ OEM/ EPC clients/ MES & NBCC/ PWD / CPWD contractors /consultants
- Responsible for commercials and technical coordination with End Customer (Contractors/Electricals Consultant/EPC Clients)
- Responsible for Government Authorities and Consultant for make approvals.
- Accountable for tracking the competition and their activities & track market trends and new policies.
- Participate in promotional activities like seminars, exhibitions and approvals.
- Prepare projection report monthly report and work toward achieve the target of the month.
- Responsible for regular meeting enquiry generation from consultants and authorities, EPC Clients.

- Dealers monitoring performance of newly appoints distributor and sub dealers and billing of stocks to Channel Partners, distributors as per Monthly Policies.
- Preparing monthly reports, sales forecasts, coordinating with sales team.
- Fostering healthy business relations with EPC Clients/ Consultant /Channel Partner/ New Dealers and ensuring high customer satisfaction.

FINOLEX CABLES LIMITED, Deputy Manager, Marketing Apr'14 – April 2018

Key Accomplishments-

- Executed effectively business development for cables and wires in Delhi NCR.
- Appoint new dealers monitoring performance.
- Responsible for commercials and technical coordination.
- Designing & rolling trade & promotion activities to drive primary & secondary sales.
- Developed strategies and business for the firm by building corporate relationships with customers and the industry/Channel Partners Dealers.
- Utilized sales and marketing tools (Electrician / Contractors Meet) create brand awareness in the market.

Diamond Power Infrastructure Ltd, Deputy Manager, Marketing Dec'2012 – Apr'14

Key Accomplishments-

- Responsible to Approval in CPWD/ DDA/ MES/ Government and Development Authorities. Electricity Boards PVVNL/DHVVNL/ PTCUL / Power Grid/ NTPC / EIL /Delhi Transco/ BSES
- Ensuring relationship and ecosystem mapping with Customers (Industries, Institutional, Government), Contractors, Architects, MEP Consultants & PMC.
- Submission of Documentation for Approvals formalities
- Meeting with Consultant and Architecture Concern Person for Approvals.

Thermo Cables Ltd., Delhi Asst. Manager Marketing, Jan' 2011 - Dec'12

Thermo Cables is a leading manufacturer of Instrumentation cables, LV & Control Cables, Thermocouple Extension/Compensating Cables, FR Cables, High Temperature Cables, Wind Power Cables, CRD and Trailing Cables, Heavy Duty Rubber Cables, Solar PV Cables, Automation & Robotic Cables, Super Flexible Battery Cables & Marine Cables.

Key Accomplishments-

- Responsible for Business development and Sales coordination with corporates (key accounts) Targeting new power plant-EPC Contractors, leading Telecom Player, Cement Plants, Paper Mills, OEMs/ and solar power plant for supplying Cables.
- Actively involved in negotiating with the customers and finalizing order.
- Develop and manage the relationship with our Medium and High Segment clients.
- Generated MIS reports including business trend reviews at periodic intervals.
- Proper documentation of all the purchase orders.
- Payment follow-ups and timely collection.

Trading Engineers Intl Ltd, Gurgaon Asst. Manager Marketing, Aug '2009 - Dec'11

TEIL has a fully integrated Diesel Generating Sets manufacturing facility for sets up to 2000 KVA TEIL Is OEM of **Kirloskar Oil Engines Ltd.** (Kirloskar Diesel Generator) **Sets.**

Key Accomplishments -

- Initiating and developing relationships with target organizations for business development.

- Responsible for business development sales in north India of DG sets turnkey basis for Telecom Infrastructure, MES, DRDO, Builders, and School / Collages.
- Responsible for competitive and profitable proposals, management and coordination of award process, analysis of contract terms and conditions and identification of areas of risk, and contract negotiations finalizing the business deal.
- Expertise in making the proposals and quotations as per customer requirement.

Ganges Intl Pvt Ltd, Delhi Asst. Manager Marketing, June '2007 – July' 09

At GIPL : Ganges International An 'end to end' Engineering, consultancy solution provider and is one of the top manufacturer/ suppliers of galvanized structure for telecommunication, windmills, power transmission , distribution railway electrification and Now Solar Mounting panels, the GIPL is one of the largest manufacture is telecom / transmission / substation structures, Solar Plant Structure.

Key Accomplishments-

- Setup EPC, Trunkey and TSP (Total Solution Provider) business, Facilitating Engineering coordination and clearance Negotiation initial orders and & aggravated business volume from various circles achieving rapid growth and establishing business size of 2000 MT supplies along with additional vertical of construction of 1000 tower location at annual pace.
- Introduced High Tensile tubular branded galvanized (Ramboll) tower in PAN India circles 1st time in country for telecommunication infrastructure.
- Few Satisfied Key Accounts- (TSP, Trunky)- Bharti Airtel, Idea, Essar, GTL, Nokia Siemens Network, Indus, Siemens, Aircel, Huawei, ZTE, Alcatel lucent, ATC, TATA,

Few Satisfied Key Accounts-

- Handled the Channel Partners / dealers network in Delhi/ NCR, Meerut, Ludhiana, Chandigarh
- Effectively handled various clients including:
 - Key accounts in government sectors such as BHEL PEM, Power Grid, Engineers India Ltd., MES, NTPC, CPWD, PWD, DDA, NBCC, DDA, Indian Railways, Power Grid, MES, DRDO , Boards, DHVVNL, UPPTCL, PVVNL, Noida Authority,
 - Private Operators & Electrical Consultant Architecture– GE Power, Siemens, L&T, Schneider, India Bulls, Jackson, Godrej, Tata Power, Shapoorji Pollanji, etc.

ACADMIC DETAILS

- **PG Diploma in Business Administration completed with 64% from Sinhgad Institute of Management, Pune in 2007**
- **MMM (Master in Marketing Management) completed with 59% from Pune University, Pune in 2007.**
- **Bachelors in Computer Application completed with 58% from Barkatullah University, Bhopal in 2004.**

IT Skills: Well versed in CRM , SAP, CRM, MS-Office (Word, Excel & PowerPoint) and Internet Applications.

PERSONEL DETAILS

Date of Birth: 1st October, 1984

Languages Known: English and Hindi

Marital Status- Married

Kids- 2 Daughters.

Father Name- Shri. Surendra Shrivastava

Permanent Address: Flat No. 801-A-6, CasaGreens1, Sector 16 Greater Noida West, Greater Noida.