

KHAGESWAR DAS

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Row House No: 7, Plot No :128/131, Lane No: 2, Sector: 21, Nerul (East), Navi Mumbai-400706, Land Mark: Near DMart and Rock Garden

Proactive and creative marketing professional with a demonstrated record of achievement in conceiving & implementing ideas that fuel market place presence and drive revenue

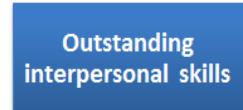
| Sales & Marketing | Dealer Management | Channel Management | Customer Service | Location Preference: Any where in India | Industry Preference: Tyres, Cement, Automobile, Auto Ancillary, Batteries, Oil & Lubricants, FMCG, FMCD and Textile Etc.

PROFILE SUMMARY

- A focused professional with more than 17 years of experience in Sales & Marketing, Business development, Channel Management, Network Expansion, Market development, tracking Product performance and Customer Service, etc.
- Expertise in handling all sales & marketing and business development activities, analyzing market trends and establishing healthy & prolonged business relations with clients, thereby ensuring higher market share
- Proficient in monitoring delivery of high-quality customer experience, elevating customer satisfaction, while adhering to the SLAs and work processes, with effective resolution of escalations within turnaround time
- Efficient organizer, motivator, team player and a decisive leader with the ability to motivate teams to excel and win under any circumstances



Excellent negotiation skills



Outstanding interpersonal skills



Effective coaching & mentoring abilities



Excellent time management skills



SOFT SKILLS

CORE COMPETENCIES

Sales & Marketing
Dealer Management
Franchisee Management
Sales Forecasting
Brand Management
Market Development

Customer Service
Customer Handling
New Business Development
MIS Activities
Team Management
Tracking product performance

- Developing & appointing new business partners to expand product reach in the market; working in close interaction with the dealers & distributors to assist them to promote the product
- Maintaining relationships with key decision makers via channel partners/ directly for business development
- Implementing strategies that increase product awareness, market share and company profitability
- Formulating business goals, short term and long-term budgets and developing business plans for its accomplishment
- Identifying and networking with prospective clients /Channels/ dealers, etc. for generating business from the existing accounts and achieving profitability and increasing sales growth

Core Competencies



Sales & Marketing



Sales Forecasting



Customer Service



Dealer Management



Franchisee Management



New Business Development



Brand Management

ORGANIZATIONAL EXPERIENCE

Since Jul'07

MRF LTD.

Growth Path:

Jul'07 to Nov'09

TSI (Territory Sales In-charge) (Rs.50 Crore Turn Over PA)

Nov'09 to May'12

Sales & Technical Supervisor, Chandigarh, TRI City and Himachal Pradesh
(Rs. 100 Crore Turn Over PA)

May'12 to Apr'14

Sales Executive Channel Management, Delhi (Rs. 120 Crore Turn Over PA)

Apr'14 to May 2015

Senior Sales Executive-Truck Tyre sale, Kolkata (Rs. 180 Crore Turn Over PA)

Jun' 15 to March 2018

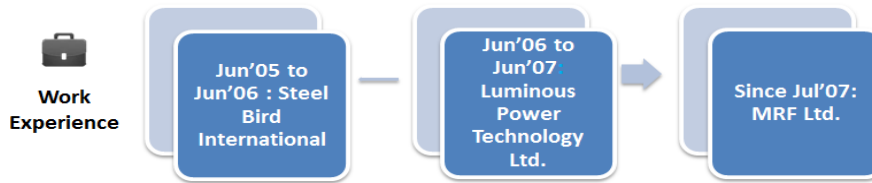
Assistant Manager Franchisee Management for 5 Dos and generating the business volume of
(Rs. 600 Crore Turn Over PA)

24th March 18 to Jun 2019 :- Assistant District Manager for MRF Noida District office (Rs. 180 Crore Turn Over PA)

1st Jul' 19 to 28th August 2020 :- District Manager for MRF Noida District office (Rs. 200 Crore Turn Over PA)



01-09-2020 to 16-02-2021 :- Manager Passenger- Specialist for PAN India.
17-02-2021 to Till Date :- Manager Passenger Mumbai, Pune and Nasik District office
(Rs. 200 Crore Turn Over PA and 25000 PCR PM)



Current Role:

- **Responsible for handling functions such as:**
 - Dealer Management for increasing Passenger car Tyre sales
 - Finalize the interested party for dealership where ever required and take up with the top management for network expansion
 - Monitoring sale of specific products like Perfinza, Z-Sport, ZLX, Markus and total PCR to improve the sale of Mumbai, Pune and Nasik DO and increase market share
- **Accountable for improvement in PCR sale and increase the market share of all 3 DOs**
- **Performing functions involving:**
 - Guiding and monitoring the team for proper implementation of sales strategy
 - Focused on brand Positioning in a perfect manner so that the product acceptance and profitability is maintained
- **Designing and executing channel sales & distribution strategy to achieve segment-wise targeted sales volumes, city-wise market shares, reach and coverage Markets to provide better services for retaining more number of customers**
- **Follow up with the product group for availability of products on right time in right place so that stock out situation is avoided**

Highlights:

- In the year 2013 Successfully achieved the set target of Passenger car radial which was 122 % of SP in Delhi and it was highest among all MRF District Offices
- In year 2017 Successfully achieved the set target of Passenger car radial 103 % in Delhi, NCR, Haryana, Himachal and it was 2nd among 62 MRF DOs
- Played a key role in generating 40Cr revenue from sales of truck, PCR products
- In the year 2013 Led a team of 7 sales executives in a promotional campaign that resulted in increased sales of INR 26 Cr and the company exceeding its annual sales targets by 12 %
- In the year 2017 Led a team of 5 sales executives and senior sales executive in a promotional campaign that resulted in increased sales of INR 40 Cr and the company exceeding its annual sales targets by 21 %
- From March 2018 to August 2020 handling 73 dealers in Noida District offices along with overall sales related activities and generating average sales revenue of 12.5 Cr per month before tax value
- With the regular follow up, timely sales monitoring of Dos/DMs from September 2020 to January 2021 and guiding the team for proper positioning of products, over all PCR sale, ZLX, Z-Sport and Perfinza sale was grown up 20-30%, 40-50%, 200% and 30-40% respectively.

PREVIOUS EXPERIENCE

Jun'06 to Jun'07	Luminous Power Technology Ltd., Delhi/NCR as Sales Executive for Delhi and NCR
Jun'05 to Jun'06	Steel Bird International, Delhi as a Marketing Executive



EDUCATION

2005: MBA in Marketing & HR from Center for management studies, Biju Patnaik University of Technology, BBSR, Orissa
 2001: B.Com. from Chandabali College, Chandabali, Orissa, F.M. University

SUMMER PROJECT / DISSERTATION

- GRIDCO Office, Bhubaneswar on Job Analysis Pattern of GRIDCO
- Dissertation on Consumer Perception on Cellular Services (A Case Study on Airtel)

PERSONAL DETAILS

Date of Birth :- 7th April 1980
 Language Known :- English, Hindi & Oriya



