



# Devendra Nimbkar

## Manager - Marketing and Business Development

A challenging marketing and business development position, with an opportunity to make a significant impact on the market, utilizing out-of-the-box creative marketing concepts and hard work.



devendranimbkar@yahoo.com



+91-9967192888



Bhayandar, Thane, India



linkedin.com/in/Devendra Nimbkar

## SKILLS

- ❖ Sales and Business Development
- ❖ Marketing Management
- ❖ Territory Management
- ❖ Business Acumen
- ❖ Presentation Skills
- ❖ Negotiations Skills
- ❖ Communications Skills
- ❖ Objections Handling

## EDUCATION

Bachelor of Management Studies (BMS)

PGDBM - Marketing and Sales

Executive MBA – Business Marketing (Appearing)

## WORK EXPERIENCE

### Manager - Marketing and Business Development Furniture Kraft International Pvt. Ltd.

07/2020 – Present

#### Tasks

- Handling dealers & distributors for Western and Southern Region. Helping them to liquidate the stock through retail chain. Taking care of various promotional activities like Facebook promotions and Instagram promotions. Appointing new dealers and distributors.
- Appointing new dealers and distributors and project dealers. Helping them finding their retailers and sub-dealers. Arranging promotional activities for them like small exhibition, paper inserts, online promotions and Website enquiries.
- Handling MTOs and MNCs to provide required material. New product developments according to the clients' requirements, getting it approved as per quality and durability. Understanding needs of them and suggesting those kinds of designs to them, consultative selling is done. Handled Royal Oak, Kalinga Commercial, Kruger India, Alkosign Boards, Eros Furniture, HyperCorp etc.
- Handling Private Label customers like Nilkamal Furniture, Godrej Interio, Durian furniture, Nilkamal @home, Nilkamal Dr. Dreams, Wipro Furniture, Methodex Furniture etc for their requirements. Also suggest new designs as per market trends, develop new products accordingly and supply them.
- Payment collection, problem solving for Dealers and Distributors, replacements and doubt solving for customers and channel partners.
- Sales target achievement is 89% and collection achievement is 95%.

### Asst. Manager - Marketing and Sales Godrej & Boyce Mfg. Co. Ltd.

06/2017 – 07/2020

#### Tasks

- Handling dealers & distributors for Mumbai region. Helping them to liquidate the stock through retail chain. Taking care of various promotional activities. Appointing new dealers and distributors. Appointing new retailers through Cold Calls.
- Handling private customers like L&T, NSE, HUL, BSE. Collecting their requirements, providing them floor wise solutions, price matching and parity with customer's target price and offer them the best solution. Consultative selling is done.
- Handling Govt bodies and PSU like PWD, CPWD, Indian Railways, BPCL, HPCL, Indian Defence, Air India etc. Looking after their requirements through tendering process, offline processes as well as GeM portal (Government eMarketplace). Product selections and procurement help through GeM to be done for all these Govt and PSUs.
- Sales target achievement is 92% yearly and collection achievement is 97% yearly.

### Asst. Manager - Marketing Indus Eximtech Pvt. Ltd.

06/2015 – 06/2017

#### Tasks

- Acquiring clients for CHEMICALKART portal
- Handling distributors for Solvent Cement of Navi Mumbai area. Appointing new retailers under distribution network through Cold calls.
- Appointment of new distributors and retailers to generate more and more business for organisation.
- Sales target achievement is 84% yearly and collection achievement is 75% yearly.

## **Sr. Executive - New Client Acquisition**

### **IndiaMART InterMESH Limited**

*12/2013 – 06/2015*

#### *Tasks*

- Acquiring new clients for the organization. Cold calls and few fixed appointments.
- Explaining the IM packages and importance of online trade, convince them to get on the portal and generate more business.

## **ACHIEVEMENTS**

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- Awarded as Salesman of the week thrice in IndiaMART.
- Selected for foreign tour in Godrej Security Solution for achieving the target.
- Awarded Gold member twice in Godrej interio for achieving and smooth execution of projects in NSE and HUL.
- State level selected Kabaddi player in Schooling.

## **PERSONAL PROJECTS**

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Project report on Karcher Cleaning systems Pvt Ltd.

- How to maximize the use of automatic instruments with lesser use of electricity to clean the things

Project report of EXIM procedures

- Understanding of paper work required with respect to Export and Import taken care by any of the organization.