



**Vinay Saxena**  
(Senior Regional General Manager- Central India)

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**Specialization:**

❖ **GPS Domain:**

**Product presentations:** Company profile and technical presentation

- **Plant Visits :** Arranging plant visits for officials authority for product approval and product quality
- **Product approvals / Enlistments:** Taking care entire Madhya Pradesh & Chhattisgarh state approvals / Enlistments in Govt. & Public sector units through deciding auth. for projects
- **Tender / Work order Pipeline:** Preparing database reports of on going and upcoming awarded and open projects
- **Contractor Liaising :** Strictly follow-up with the contractors to close the deal up to finishing project
- **Sales Generate:** After completion of above process and generate the good sales through contractors .
- **Performance Letter :** After completion of work to collect performance letter

**Product Presentation:**

- **MES** – Chief Engineer office ,Bhopal – Southern Command – Pune
- **MES**- Chief Engineer office , Jabalpur – Central Command – Lucknow
- **MES**- CWE office ,**Indore and Gwalior**
- **IAF ( Indian Air force )** – Maharajpura ( Gwalior ) Under Bamrouli ( Varanasi –U,P.) and Amla ( Betul ) under Nagpur ( Maharashtra ).
- **CPWD-ADG / Chief Engineer office , Bhopal**
- **M.P. Police Housing Corporation:** Managing Director office , Bhopal
- **NRDA / RDA** – Chief Engineer office , Raipur
- **C.G. Housing Board** – Addl. Commissioner office , Raipur
- **IIT Indore** – Chief Engineer site office
- **IIT New Delhi** – Executive Civil Engineer office.
- **DRDO**- Chief Architect visit Site office , Balampur ( Bhopal )
- **NTPC** – General Manager office , Vindyanagar ( Singrouli)

**Plant Visit:**

- C.G. Housing board members - Raipur
- CPWD - Bhopal

**Product Approvals:**

**Madhya Pradesh State:**

- CPWD – Bhopal
- MPHB – Bhopal
- DRDO- Balampur
- PIU / PWD \_ Bhopal
- MES \_ Bhopal
- MES – Jabalpur
- Army ordinance factory – Jabalpur , Itarsi
- NTPC – Vindhya Nagar (Singrouli) , Shaktinagar , Anpara
- BSF ( Border Security Force ) , Takenpur ( Gwalior ) , Indore
- IIT INDORE- Indore
- IIM INDORE –Indore
- DGMAP- Bhopal , Jabalpur , Gwalior
- M.P. Police Housing –Bhopal

- M.P. Local development authorities : IDA , BDA , GDA , JDA
- Bhopal Smart City – Bhopal
- Indore Airport Authority- Indore
- NCL – Dudhichua
- NBCC- Bhopal
- PMAY – Sagar
- SPA ( School of Planning Architecture ) – Bhopal
- BHEL –Bhopal
- M.P. Tourism –Bhopal
- MPRDC – Bhopal
- Banks
- NFL ( National Fertilizer Ltd.), Vijaypur ( Guna )
- GAIL ( Gas Auth. Of India Ltd. ) , Guna
- NHM ( National Health Mission ) , Bhopal
- Government Universities
- Industrial projects ( Malanpur , Pithampur , Mandideep ) Etc.

#### **Chhattisgarh State :**

- NMDC, Nagarnar – National Mineral Development. Nagarnar ( Jagdalpur ) , Kirandul and Bachel ( C.G.)
- NRDA – Raipur
- CPWD – Raipur
- Local Development Authorities – RDA , BDA , DDA
- Bhilai Steel Plant ( SAIL ) , Bhilai
- HSCC – Raipur
- AIIMS , Raipur
- CG PWD – Raipur
- CGH Housing Board - Raipur
- CG Police Housing corporation – Raipur
- BALCO – Korba
- NTPC – Raigarh , Darri , Sipat
- SECL- Bilaspur
- NCL – Bilaspur
- Chhattisgarh State Industrial Development Corporation , Raipur
- C.G. Tourism Development Corporation , Raipur
- Banks
- Raipur Airport Authority , Raipur
- Government Universities Etc.

#### **Performance Letter:**

- CPWD – CRPF project , Bilaspur
- Prasar Bharti (CCWAIR ) – Indore
- M.P. Police Housing - Bhopal
- M.P. Tourism , Bhopal
- C.G. Housing Board – Raipur

**MECON ( National Consultancy, Designs & Engineering ) , Ranchi :** Worked at IIT Indore , NMDC at Jagdalpur

- ❖ **Business development Domain :** To generate sale through **key architects & interiors** and builders with company premium high-end product range and we had arranged value added **product presentation in architect meets, IIID chapters and show case .**
- ❖ **Intuitional Domain:** To generate sale from private projects ( residential and commercial projects ) through direct , dealer and **architect recommendation** in M.P. & C. G. market.
- ❖ **Industrial Domain :**To generate sale from **industries to supplied** Industrial paints –Tough / Tuffkote coating paints) to industries in M.P. & C.G. State during was working in paints industries .

## Professional Career Experience (Career Timeline)

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<b>Sakar Granito (India) Pvt. Ltd.</b>	<b>Sr. Regional General Manager- Central India</b>	<b>Aug;2020 to Till date</b>
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### Profile Summary

- **Sr. Regional General Manager – Central India**, A result total oriented professional with over **26 years** of experience in sales & marketing, business development & distribution channel management and setup the both state market.
- **First time new product launching in central India market with good developed dealer network – Urban & rural market.**
- The entire gamut of retail & Project and Government project Sales network and marketing activities for promoting **Sakar Granito** in assigned region of **Madhya Pradesh & Chhattisgarh – Central India** with **high level brand**
- Yearly state Sales & collection budgeting
- Target achievement plan against yearly budget and allocate the targets to team v/s targets on product line basis
- Focus on retail market with **high value products through architects**
- Product presentation to **Channel partners, Government & PSU departments, Govt. Architects meets etc.**

#### **Soft Skills:**

Motivational leader

Planner  
Communicator  
Innovative  
Collaborative

#### **Area of Excellence:**

Budgeting & Sales forecasting \*\*\*\* \*

Sales promotion Schemes for clients \*\*\* \*\*  
Credit risk management \*\*\*\* \*  
Strategic & Sales planning \*\*\*\*\*  
Business Development-Architect visits\*\*\*\*

#### **Major achievement:**

Target V/ S achievement and reduce outstanding

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<b>Vaave Sanitation Ltd. (Faucets –Bath Fittings)</b>	<b>Zonal Sales Manager</b>	<b>Jan; 2020 to July,2020</b>
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- Sales and collection Planning and executing monthly / quarterly / annual closer schedule
- Preparing MIS report
- Analysis of target v/s achievement
- calculating of sales promotion scheme v/s target on HVP
- Focus on expansion new potential market, projects and untouched market (City \ Town)
- Product presentation in retailers, Architects, Builders, GPS, Contractor etc

#### **Major achievement**

- Achieved dealer appointment target on qtr. basis
- Generate sales through dealers, architects and interiors
- Appointed UBS ( Ultra tech business solution ) counters and generate sales
- Product awareness on architect, builder , contractor platform

**Orient Bell Ltd.**

**Sr. Regional Manager**

**Nov, 2003 to May, 2019**

- Sales and collection Planning and executing monthly / quarterly / annual closer schedule
- Analysis of target v/s achievement
- Focus on expansion new potential market , dealer , projects and untouched market ( City \ Town )
- Product presentation in government , PSU , Contractors, Architect etc
- spearheading the entire gamut of Retail & Government and marketing activities for promoting orient Bell Ltd. in assigned region of Madhya Pradesh & Chhattisgarh.

**Major achievements:**

- **Generated business INR 21 Cr ( 2018-19 ) – M.P.**
- Good Performer in sales ( 2017-18)
- **Merit certificate for BEST BRAND IMAGE** in annual conference 2011 , Thailand
- **Awarded for highest sales growth ( 30 % in volume & 34 % in value ) for the year 2013 -14**
- Increased ASP ( Average Sales Price)
- Generated business from prestigious project & product approvals from government & public sector where required the high value product.
- All time Achieved target v/s budget.

**Student Internship:** Given summer sales training \ Internship to SRM University , Chennai Students under my control behalf of company.

**Shalimar Paints Ltd.**

**Area Sales Supervisor (H.Q.-Indore)**

**April, 2002 to October, 2003**

- Developed retail market in rural area
- Handled the entire retail , projects sales from dealers , projects ( Government and public sectors )
- **Handled Industrial coating sales BHEL , NTPC , SECL , Gun carriage , Vehicle factory , Sugar factory Etc.**

**Major achievements:**

- 22% contributed additional retail sales from non active dealer
- Market expand in remote\ rural area and generated the 20% sales
- Handled big intuitional key account and generated good growth
- 60% Value added product sale contribution to branch sale

**Berger Paints (India) Ltd**

**December, 1997 to April, 2002**

**(British paints division)**

**Sales Officer (H.Q.- Indore)**

- **90% achieved targets v/s sales budget**
- Handled the entire gamut of retail sales and marketing activities for promoting Decorative and Institutional sales in assigned territory Indore.

**Major achievements:**

- Earn highest incentives in M.P.
- Supervised to another Indore-1 territory as given chance by Branch Manager
- Established good market with High value products like – Wood Melamine, Exterior emulsion paints, Interior emulsion Paints, Enamel.

**Shalimar Paints Ltd**  
(Jindal Group)

**Sales Supervisor (H.Q.-Gwalior)**

**June, 1995 to October, 1997**

- Monitored the overall business operations encompassing sales, marketing and business operations across Gwalior.
- Successfully re-established brand in Gwalior and surrounding area.

**Major achievements:**

- Opened 10 big institutional key account and contributed the 25% sales
- Received appreciation letter from RBM for methodical work

**Surya sales Corporation**

**Sales Executive (H.Q.-Gwalior)**

**January, 1993 to May, 1995**

- Handled the overall business operations of central and western region.
- Organized and conducted various promotional activities for promoting the sales of LPG Products.
- Handled the overall business operations encompassing sales, marketing and business operations of Gwalior territory.

**Major achievement**

Established LPG bottle plant and developed dealer network nearby Gwalior market

**Education:**

**Post graduation Diploma in Marketing Management (International Mkt. Management)**  
(University of IGNOU, Gwalior, 1996)

(1) M.A. Pre. (Industrial Economics)

(Jiwaji University, Gwalior, 1990)

(2) B.A. (With Economics)

(Jiwaji University, Gwalior, 1989)

**I T Skills**

(3) Post graduation Diploma in computer System Management (,Oracle, Unify and Ingress) (Upton ACL- A government Under taking ), Gwalior, 1994)

MS Office (Excel, Word, Power point)

**MDP (Management development program from Indian Institute of Management Indore) :**

International Marketing – Winning Customers and Market Internationally) - 2008-2008.

**Curriculum Activities**

- 'C' Certificate Qualified from N.C.C. (8 M.P. Bn.- Army wings ) ,Gwalior
- Selected in all India trekking camp – Himalaya, 1988 through N.C.C.

- Selected in army attachment camp – Jammu & Kashmir rifles through N.C.C.
- Meritorious certificate in 10 K.M. cross country in college
- Article published in vigyan pragati ( CSIR- Council of scientific Industrial Research , New Delhi )

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**Personal Details**

**D.O.B.** : 19<sup>th</sup> December, 1966

**Languages** : Hindi, English

**Address** : **Flat No.103 –Aman’s Corner, 301- Goyal Vihar Colony (Near Khajrana Ganesh Temple)Indore (Madhya Pradesh) -452016 – India**

**Hobbies** : Trekking, Innovation (Innovative ideas) , Poem writing , Music

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