



## Manish Has Mukh Pandya

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### Career Objective:

- A proactive and result oriented professional more than **27 years'** experience in sales & marketing, channel management and business development in the highly competitive FMCG, Paints, Laminates, Asbestos & Solid Surfaces market with a proven track record of strong business growth and increased market share.
- A trainer with experience and success of employing formal training, motivation and the delivery of quality customer service to raise the capability and performance of dealers and encourage repeat / referral business.
- Possesses convincing communication and negotiation skills, highly dedicated and an effective team player with exceptional managerial skills and a good knowledge of market in Mumbai and its surrounding; adapts easily to change in situations and continuously seeks to upgrade personal skills.

### Work Experience

- ❑ **Rejoined with Durlax India Private Ltd. (India's 1 st Acrylic Solid Surface manufacturing plant at Vapi, with the Turnover of 150 Cr Rank 5 th in the world)**
- ❑ **Brand Name: Luxor & Aspiron**
- ❑ **Designation: Business Head from July 2020 to till date**
- ❑ **Area Of Operations: West Zone & from November 2021 onwards additional charge of East, Central & South Zone**
- ❑ **Currently handling the Team Size of 22 personnel (3 RSM, 8 ASM & 11 Front Liner) with the turnover of 70 Cr (West Zone) 40 Cr (East, Central & South Zone)**
- ❑ Demonstrated abilities in devising marketing activities and accelerating the business growth.
- ❑ Functional Skills include- Market Penetration - Account Management - Pre-sales Efforts  
Competitor/ Market Analysis - Team Leadership
- ❑ Expertise in tapping prospects, analyzing their requirements, rendering technical guidance to the clients and negotiate (commercially) for the orders.
- ❑ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail-oriented attitude.

### Core Skills

#### **Business Operations/ Sales & Marketing**

- Develop marketing plans to build consumer preference and drive volumes.
- Identify and develop new streams for revenue growth and maintain relationships with customers to achieve repeat/ referral business.
- Conduct training programmes to disseminate product & industry information.
- Utilize public information and personal network to develop marketing intelligence for generating business.

- Analyze & review the market response/ requirements and communicating the same to the marketing teams for coming up with new launches.
- Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Forecast monthly / Annual sales numbers and drive sales initiatives to achieve budgeted business goals.

### **Key Account Management**

- Develop relationships with key decision-makers in target organizations for business development. Evolve market segmentation & penetration strategies to achieve targets.
- Interface with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- Manage activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales in the territory)
- Manage activities pertaining to smooth execution of sales in the territory.

### **Channel Sales Management/ Distribution**

- Develop and appoint new dealers/ channels to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.
- Manage Distribution network & handling distributors

### **Product Launches/ Promotions/ Marketing**

- Conceptualize and implement sales promotional activities such as Stockiest /Dealers/ Architect meets & demonstrations as a part of brand building & market development effort.
- Organize promotional activities like campaigns, exhibitions, promotions & customer loyalty programs for enhancing market visibility & achieving better market reach.
- Create initiatives, designing events, plan the merchandise and execute of these marketing events for increasing sales drive.

**Customer Area:** Distributors, Dealers, Retailers, Builders, Architects, Consultants, Interior Designers, Fabricators, Carpenters.

### **Training**

- ⇒ Conduct Sales Training Programs for new recruits as well as for existing sales staff in the depot to improve the high conversion levels.
- ⇒ Inculcate a sense of customer service among sales / service staff to increase customer satisfaction levels and raise brand loyalty.
- ⇒

### **Customer Relationship Management**

- ⇒ Resolve customer complaints promptly and initiate steps to ensure against their recurrence.
- ⇒ Interact with customers to gather feedback on the products and services and provide the information to top management along with suggestions for improvement.

### **Team Management**

- Lead, manage & monitor the performance of team members to ensure efficiency in operations and meeting of individual & group targets.
- Determine training needs of associates and organizing suitable training programmers to enhance their operational efficiency leading to increased productivity.
- Mentor & motivate the staff members to enhance productivity levels while maintaining high morale.
- Build strategies, frame business plans and successfully implement result-oriented strategies for achieving targeted growth.

## **ORGANISATIONAL WORK EXPERIENCE**

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- 1. Nov 2017 to July 2020 with Sahyadri Industries Limited as Deputy General Manager - West Zone Maharashtra, Gujarat & Rajasthan (Ecopro-Fiber Cement Board & Swastik Roofing)**
- 2. April 2015 to Nov 2017 with Durlax India Pvt Ltd as Head -Sales & Marketing (Acrylic Solid Surface) West Zone.**
- 3. Jan 2010 to March 2015 with Merino Industries Ltd (Laminates Division) as Branch Manager - Mumbai**
- 4. Sept 2008 to Dec 2009 with Shalimar Paints Ltd as Area Sales Manager (Decorative Paints Division) – Mumbai**
- 5. April 2001 to August 2008 with Lewis Berger Paints India Ltd. as Sr Sales Officer-Mumbai**
- 6. Feb 2000 to March 2001 with Reckitt Piramal Ltd. (OTC Division) as Sales Executive. - Mumbai**
- 7. Jan 1998 to Jan 2000 with Zydus Cadila Healthcare Ltd. (Cosmetics Division) as Sales Representative-Mumbai**
- 8. May 1995 to Dec 1998 with Parke Davis Ltd as Interim Sales Representative –Western Suburb Mumbai.**

### **Academic qualification:**

- Graduation in the Year 1997 from Mumbai University B.Com.

### **IT credential:**

Operating Systems: Windows

Packages: SAP R/3

### **Personal Information:**

Date of Birth : 23<sup>rd</sup> June-1977

Marital Status : Married

Language Known : English, Gujarati, Hindi, & Marathi.