

Pramod Kumar Wadhwa



Sales, Marketing &
Procurement Professional

New Delhi,
India



ABOUT ME

An accomplished, qualified and result oriented professional with over **23 years** of overall experience in sales & marketing of capital equipment's / industrial products and **6 years** of experience in purchase of engineering spares/machines /consumables etc .

CAREER HIGHLIGHTS

- Achieved supplier on-time delivery improvement from 64% to 90%.
- Improved orders' completion time with 95% success rate by enforcing SOP.
- Increased sales growth of 80% to 120% by using CRM.
- Successfully established company's products in competitive markets with OEM & Dealers
- Downtime reduced with better planning, projection and timely delivery of Project Machineries & created Product Bank of fast moving spare parts in company premise & get billed basis the monthl consumption.
- Established Vendor Management Process with min. 5 suppliers for each product, 100% buying though PO, Fortnightly reconciliation with all supplier, No outstanding confirmation beyond 90 days and successfully solved all previous issues of vendors with financeteam.
- Increased the reach, coverage & sign up Customers from Chemical, Food, Pharma & Cement industries during my tenure.

CAREER TIMELINE

1997	2002	2007	2010	2011	2012	2013	2019 -W
ACME FLUORO POLYMERS LTD Sr Sales Engineer	METTLER TOLEDO INDIA PVT LTD Sales Manager	BIZERBA INDIA PVT LTD Branch Manager	EEL INDIA P LTD (FLSMIDTH) Purchase Manager	KAM AVIDA ENVIR ENGG G.M-Industrial(N)	LARAONENGG PVT LTD G.M-Sales & Oper	U.K.PAINTS (BERGER) Sr Pur Mgr	BRAHMA CREATIONS Director-S&O

EXPERTISE



SKILLS



PERSONAL INFO

BIRTH DATE
Aug 6th 1971

NATIONALITY
Indian

YEARS OF EXPERIENCE
20+ years

CONTACT INFO

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EDUCATION
B.E.+MBA (Mkt'g)

LANGUAGES

ENG HINDI PUNJABI

EXTRA CURRICULAR

Follow Naturopathy
Cultural awareness
Helping needy peoples
Meditation & Yoga

HOBBIES



MAJOR JOB RESPONSIBILITIES

PROCUREMENT

- Review, Analyze, Control & Execute – Current & New Purchase processes w.r.t timely Vendor identification to selection, Vendors SLA, SOP & other Govt Compliance, Current Credit & Payment Terms, Product Quality & Testing Reports, Cost Analysis & Comparative Metrics.
- Develop Vendor Performance Rating System through Periodical Vendor audits and assessments & upgrade it periodically.
- Mitigate Risk by developing Multiple Vendors.
- Coordinating with the finance team in getting the payment done for the respective vendors.
- Resolving supplier issues within agreed timelines & receiving feedback from the vendor on a periodical basis.
- Instrumental in raising claims for shortage, damage, price difference & wrong parts to principles & follow up for credit note & payments.

SALES & MARKETING

- Achieved targeted Annual turnover & Return on Sales (Operational profit)
- Key account Management in Sales Process & Group Sales Presentations/Sales negotiations to various Corporate Clients.
- Sales Channel (Distributors/Dealer) Management
- Design annual Incentive, Marketing & Promotional schemes (Rewards Program)
- Developed Sales Promotion material, Display tools.
- Work with Distributors & Agencies to deploy Marketing activities.
- Develop Market intelligence - Tracking of Competition & Market Survey.
- Market Analysis, Creating Feedback Mechanism, Driving inferences and Adjusting Marketing Strategies to meet Business Objectives.
- Responsible for Project Execution, Project Management, Planning, Contracts, Tendering
- Accountable for Development of New Accounts & retention of Current Accounts.
- Scrap Sale Negotiation & Rates Finalization in co-ordination with Stores
- Monthly MIS & Dashboard for Senior Management

ADMINISTRATION

- Branch Management & use to take care of all administrative work which includes PF/Compliances, People Management, Attendance to Claim Approvals, Supervision of Front Office Team, Purchase, HR & administration Teams.
- Setting up Recruitment to Onboarding to training process for new joine & skill enhancement for existing team members
- Defining KRA & KPI for all department and ensuing all of them are aligned to business objectives.
- Motivating Sales team responsible for revenue and ensuring they should meet their targets and qualify for incentives.

OPERATIONS

- Support to operations team by coordination with plant head & local issues.
- Installation & commissioning related planning, scheduling & issues resolution.

Career History - Roles & Responsibility

<p>U.K. PAINTS PVT LTD (BERGER GROUP)</p>	<p>PROCUREMENT</p> <ul style="list-style-type: none"> Responsible & Accountable for end to end sourcing of Mechanical, Electrical, Instrumentation & IT Related Parts for 5 Plants which includes Raw Material, Dies, Molds, Presses, Ball Mills, Mixers, Tanks, Water Softener Plant, Cooling Tower, Compressors, Electrical Panels, Pumps, Conveyor, Steel, Civil, Engineering spares of all machines. Team Management & technical support to VP in selecting & procurement of Large Capital Goods and Infrastructure support. Vendors selection, comparing, negotiating, order releasing, delivery on time, payment follow-ups are routine part. In addition to that regular SCRAP sales negotiation / finalization with vendors & final documents / reports submission to management. <p>Achievements:</p> <ul style="list-style-type: none"> Completed EMULSION & PUTTY plant project within span of 18 months. Established the vendor evaluation and selection process. Started vendor management program.. Worked dedicatedly in COVID 19 duration for spares & project items delivery. Resolved supplier all issues with finance team.
<p>BRAHMA CREATIONS & TECHNOLOGIES</p>	<p>SALES , OPERATIONS & PROCUREMENT</p> <ul style="list-style-type: none"> Entrepreneur venture along with my spouse for the period of 6 years Accountable for new Business Development & Retention and managing good relationship with clients by ensuring all SLA are meet, continue to offer great service experience at competitive price. Ensuring all Quality standard are meet at the time of sourcing to products delivered in good condition. Team handling /motivating during sales, packaging/delivery & purchase of spares /machines & gift products . <p>Achievements:</p> <p>Developed clients like Airtel, IFFCO, Tata ,Exide life insurance, DELL, SBI, Marriot, Westin , Lemon tree Hotels, Ballarpur Industries, Coromandal Agrico, Kirloskar Brothers, Airone Airlines, Genpact, Groupon, Snapdeal, Amazon, Flipkart, BI Worldwide, Beyond 360, Edenred, Evolve brands , Anmol Bakers , Indus , Dalmia etc</p>
<p>LARAON ENGINEERS & CONSTRUCTS P.LTD</p>	<p>SALES & OPERATIONS</p> <ul style="list-style-type: none"> Laraon Engineers are dealers of German companies like Neumann for PA systems , Multivac for packaging companies, Funkwerk for Traffic & Control Communication , Moellers for Conveying, storing, filling, packaging and loading bulk materials and Temac for water treatment systems. KRA : Team handling , Participation in RFQ & Tendering process , Planning, Tech Support & Plant inspection and resolution along with support team. New product demos and solution presentations. New vendors development & old vendors retention by solving issues. Product presentations and initiating process to get product specifications approved in Oil, Energy and Gas sector companies, Railways, ITDC and ensuring repeat business from customers.
<p>KAM AVIDA ENVIRO ENGINEERS P LTD</p>	<p>SALES & MARKETING</p> <ul style="list-style-type: none"> KAM AVIDA is manufacturing environment cleaning equipment's like Industrial vacuum cleaning machines, sewer suction machines, garbage compactors, road sweepers etc to all major cement plants, municipal corporations, jal boards, national highways contractors , airports and power plants etc. <p>Achievements:</p> <p>Received order of 60 Lacs from HPCL, Mittal Energy, 40 Lacs from Jammu & Kashmir Cement. 58 Lacs from ACC-Gagal cement works, 60Lacs from ILFS tollway , 52 Lacs from Prowiz Manpower systems for Hindustan Zinc & Konar Steel at Orissa, 70 lacs with Lanco Power & 82 Lacs with Bhushan Steels & Power Ltd.</p> <p>Developed new sector like Cement & Power for company in North India.</p>

Career History - Roles & Responsibility

PROCUREMENT

- EEL now FLSMIDTH (EEL+Ventomatic) having H.O in Denmark. Complete turnkey project implementation in cement/power industries . Manufacturing Roto Packers, Stationary Packers, Bag filling machines, Truck/Wagon loading machines, Bag filters, Bulk loading spouts etc.
- **ACHIEVEMENTS:**
- Achieved supplier on-time delivery improvement from 64% to 90%.
- Improved orders completion time with 90% success rate by enforcing Standard Operating Procedures.
- **Regular visits at vendors workshops to improve quality & timely supply.**
- **Regularly delivery of spares to all four plants on urgent basis.**

SALES & MARKETING

- Global leader with head office in Germany & Manufacturing unit in India for Weighing Scales, Check Weighers, Filling Systems, Load Cell with Indicators for Tanks, Silos, Labelling & Metal Detection Products, Labelling & Printing Machines, Trolleys & POS Machines.

Achievements :

- **Sales Growth : 130% growth within 1st year of joining the organization**, Contributed total revenue of approx. 25 Crores within 3 Yrs
- Named clients like Reckitt & Benckiser, Maruti Suzuki, IOCL & Nestle signed for multiple deals
- Other Client signed & serviced during my tenure Bharti Delmonte, Dabur, BKT Tyres, Machino Polymers, SRF Polymers, Perfetti, Giex Foods, Danisco, PMS Engg., Modern Dairy, Doaba Dairy, Henkel Toreson, Sterling Agro, Godfrey Phillips, Surya Chains, Jubilant, Teva, Paris Elysees, Siegwerk, Dabon , Oriflame, Panecia Biotech, Gracure Pharma & Minda
- **Working agro, Godfrey phillips, Surya chains, Jubilliant, Teva, Paris Elysees, Siegwerk, Dabon international, Oriflame, Panecia Biotech, Gracure pharma, Minda auto**

SALES & MARKETING

- Company Head Quartered in Switzerland with manufacturing setup in China & India for Electronic Weighing Scales, Filling Machines, Tank Weighing Systems, Weighbridges, Check-weigher's, Metal Detectors & Lab Balances Etc.

Achievements :

- Signed Business With SRF Chemical, DCM Fabrics, Giex Foods & Revex Plasticizer.
- Developed Clients Like Fab India, B.D India, Balakrishna Tyres, Panecia Biotech, Asian Lab, Anmol Bakers, TKW Fastners, Jindal Stainless Steel, Maruti Suzuki, Pooja Forge , Danisco D.P/ D.S Group, Moser Baer, Continental Home Furnishings, Anand Nishikawa, Jindal Saw Pipes, Hero Honda, Motherson Sumi, Northern Mineral, Paras Milk, Sicpa, Sakata, Aggarwal Metal Works , U.K. Paints, Surya Foods , Darshan Foods , Daurala Organics, Regent Drugs , Kohinoor Biscuits, Terriplus , Gajrola Jinning Mills Etc.

SALES & MARKETING

- Hyd based company manufacturing Teflon Products i.e Rods, Tubes, Bushes, Gaskets, Bellows & cutomised Products.

Achievements :

- Developed Clients Like Maruti Udyog Ltd., Khosla Compressor, Clutch Auto, Escorts , Shyam Telecom, Hero Honda , Sundaram Fastners, Resistoflex Dynamics, Kanoria Chemicals, Jubilant Organisis, Daurala Organics Etc.
- Increase Sales Turnover From 20 Lacs To 1.4 Crore one & half year.
- Developed New OEM & Dealer Network In North India
- Technical And Commercial Support To Dealers.

EEL INDIA PVT LTD
(FLSMIDTH)

BIZERBA INDIA PVT LTD

METTLER TOLEDO INDIA
PVT LTD

ACME FLUORO
POLYMERS P LTD