

RAVI PRAKASH THAKUR

Result-driven professional acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies; targeting assignments in **Sales & Marketing/Revenue Expansion** with an organization of high repute preferably in Mumbai

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Key Skills

Business Development/ Sales Expansion

Strategic Alliances & Tie-ups

Sales & Marketing

Channel Sales

Strategic Business Planning



Market Penetration

P&L Management

Sales Training & Leadership

Distribution/Channel Management

Soft Skills

	Communicator
	Analytical
	Strategic Thinker
	Collaborative
	Team Player
	Innovative

Career Timeline



Profile Summary

- **A result-oriented Professional** offering **15 years** of rich and qualitative experience in **Sales Management, Business Development, Channel Sales, Distributor Development and Revenue Expansion**
- Expertise in building strategic alliances to open a qualitative opportunity for accessing new markets through collaboration with new prospects and reviving the existing customers
- Launched Brand "Ultra Tech Cement" and Rathi Steel at various levels such as Tehsil, Village & District and state of UP and other state in cement and iron
- Successfully **formulated, developed and implemented business strategies to ensure attainment of revenue goals** and profitable sell-through in the target market; proficient in establishing and developing dealer network in **UP, Jharkhand, Punjab & Haryana**
- Managed aggressive sales activities and increased revenues by developing productive client relationships and delivering profitability & revenue growth and an optimal utilization of resources
- Comprehensive background in leading all aspects of sales operations and crafting tactical & strategic plans & initiatives with keen focus on the achievement of both the customer and corporate objectives
- Outstanding in introducing & promoting new products & services; leading new services planning & roadmap designing, assessing market opportunity based on synergies with existing business set-up and designing new offerings/product with different prices for each target market
- **Impressive success in negotiating deals with customers** from diverse segments with proven excellence in providing solution based approach focused on resolving their needs, thereby creating a win-win situation for long-term customer retention

Education

- M.B.A. (Marketing) from Aligappa University, Distance Learning in 2014
- B.A. (Hons.) from A N College, Patna, Magadh University in 2002

Work Experience

Since OCT 2021 To Present with Shri Rathi Steel Ltd Area Sales manager , UP & Utrakhand State

Growth Path:

Analyzing sales by promoting schemes and contributing in achieving business goals by deploying Annual Operation Plan
Expanding and growing business in the assigned states by establishing the dealer network and coordinating with them for the new upcoming market trends and existing and new product

Tgt Vs Revenue

Dealer development in new area

Retail management

Project sales

Sales promoter and stack handling

Reporting with plant and dept

Since Mar'17 till Sep 2021 with Ultra Tech. Cement Ltd., Shahjahanpur, Lucknow UP

Growth Path:

Mar'17-Mar'19 as Senior Sales Officer

Since Mar'19 as Assistant Manager

Key Result Areas:

- Analysing sales by promoting schemes and contributing in achieving business goals by deploying Annual Operation Plan (AOP) and coordinating for Cement Sales including introducing new brand and overall supervision of the market penetration plan in Central Shahjahanpur, (Trade) and Lucknow (NT) U.P.
- Expanding and growing business in the assigned territories by establishing the dealer network and coordinating with them for the new upcoming market trends and existing and new product Ultratech Building products (PBD)
- Planning & analysing business promotion activities to ensure business growth, identifying gaps and suggesting action points for bridging these gaps educating IHB, Shilpkar with meeting like Shilpkar sangam to promote brand sales
- Enhancing opportunity pipeline, key account strategy and market share data base to penetrate in the market for business expansion at mason and retailer level
- Collaborating for Product Specification through coordination with Architects, Retailers, distributors, contractors and institutes
- Conducting market research to identify ideas for growth; coordinating with cross-functional teams for services and marketing to meet the customer requirements
- Maintaining the record for regional sales, gross margins and account receivables/ DSO (Daily Sales Outstanding) as per AOP
- Training field based sales team for ramping up market share level for whole product mix
- Implementing business development plans which included customer interfacing; networking camps for enhancing brand visibility/ coverage & reach
- Monitoring and reviewing the performance of the Sales Team on a weekly, monthly and quarterly basis

Highlights:

- Launched Brand "Ultra Tech Cement" at various levels such as Tehsil, Village & District Shahjahanpur
- Expanded sales, achieved **market share of 21%, covered maximum DOD% and ACV** through innovative selling techniques

Previous Experience

Dec'14-Feb'15 Viaan Industries Ltd., Delhi as Sales Manager

Highlight:

- Played as a key role in developing the market for telecom products in Punjab and Haryana

May'13-Nov'14 with GIONEE Mobile, Ranchi as Area Sales Manager

Highlights:

- Successfully launched "GIONEE Brand" and established the distribution network for the same
- Developed business from scratch and enhanced to INR 2.50 Cr. P.M. within 2 months

Oct'11 -Apr'13 with Brightpoint India Pvt. Ltd., Dhanbad (Ingram Micro) as Area Sales Manager

Highlights:

- Established the distribution network of products such as (HTC, Blackberry, Mmx, Alcatel dongle & Nokia CDMA) in Jharkhand area with proper utilization of available resources
- Enhanced Tertiary Sales from INR 10 Lac to 1.67 Crs. in 3 months
- Increased Outlet Base from 200 outlets to 1010 outlets in the assigned area

Feb'07 -Sep'11 with Aircel Ltd., Jamshedpur, Jharkhand as Territory Sales Manager

Jun'05- Jan'07 with Fly Mobile as Officer

Jun'03- Jan'05 with ICICI Home Finance Ltd., Delhi as Sales Executive

Jun'02-Jun'03 with Parle Agro Ltd., Delhi as Executive

Certification

Attained Certificate of proficiency in Russian Language

Personal Details

Date of Birth: 1st March 1981 | **Languages Known:** English, Hindi, Maithili and Bengali

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