

MEHUL KUMAR CHAWRA

Plot No. 63, Maa Sharda Nagar, Beside Lalita Public School, Watoda, Ring Road, Dist.: -Nagpur-440008
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CAREER SUMMARY

A Sales and Marketing professional with a Post Graduate degree in Marketing, having 15+ years experience encompassing the paint and FMCG industry in providing leadership and management to sales teams while facilitating strategies for growth and profitability. Demonstrated skills organizing and directing national marketing strategies, building strategic relationships and increasing profitability. Noted for ability to motivate performance, communicate strong messages, nurture partnerships, and deliver significant sales growth. Areas of expertise and strengths include:

- Project Sales
- Institutional Sales
- Channel Management
- Sales Forecasting
- Market Segmentation
- Market Intelligence
- Product Positioning
- Solution Selling
- Technical Sales

WORK EXPERIENCE

Maestria Paints India Pvt. Ltd.

May 2018 to Till Date

Area Sales Manager (Paint Division)

Span of control: Spearheading a team of 4 Sales Executive covering 11 districts in Vidarbha region and contributing to a business volume of 2 **crores** annually.



Maestria Paints India Private Limited is a Private incorporated on 06 March 2018. It is classified as Non-govt company and is registered at Registrar of Companies, Hyderabad. Maestria Paints is one of Europe's leading paint companies that originated more than 60 years ago in the small town of Pamiers in France.

Job responsibility

- Personally, handling some big dealers from Marathwada (Maharashtra) & Chhattisgarh region to get extra sales which will help company and depot to achieve their Value targets. To handle these big dealers no sales officer is appointed. (Handling 6 big dealers).
- Leading a team of 4 sales professionals in Vidarbha across retail sales, trade marketing and consumer services.
- Design trade schemes, market activations, influencer engagements and consumer offer.
- Recruited manpower for retail sales force and retail services field force in unit.
- Conceptualized and executed entry strategy and marketing mix for paints.
- Servicing the existing dealer network and expanding it.
- Achieving Value and Volume Targets.
- Implementing Promotional Schemes.
- Identifying and Implementing Demand Generation activities.
- Tracking Competitive Activity.

- Handling Customer Complaints and providing support to the helpline initiative.
- Relationship building with Consultants, Contractors, Builders, Architects etc. with a view to get 'first mover' advantage on their new projects/clients.
- Ability to sway stakeholder's opinion, influencing and support at decision making.
- Establish and maintain relationship with existing and new customers and be an Account Holder for them.
- Studying the market to provide focused and well-researched forecasts that will support the company's business planning.
- Planning of Additional Schemes and incentives to the Dealer Network.
- Handling of Off Roll DSR's and consultants and driving numbers through them
- Responsible for generating Sales Leads and converting those leads.
- Giving presentations on new products and services.
- Responsible for providing paint related services to the end customers.
- Accountable for developing and executing marketing plans, both short and long range, to ensure profit growth and constantly improve customer satisfaction in turn meeting organizational objectives.

Kamdhenu Limited

Apr 2015 to Mar 2018

Area Sales Manager (Paint division)

Span of control: Spearheading a team of 5 Sales Executive covering 11 districts in Vidarbha region and contributing to a business volume of **3 crores** annually.



Kamdhenu Group has in its list of manufacturing, marketing, branding and distribution of a diverse range of products including Reinforcement steel Bars, Structural steels, Binding Wire, Color Coated Sheets, Plywood, Paints and many more.

Job responsibility

- Leading a team of 5 sales professionals in Vidarbha across retail sales, trade marketing and consumer services.
- Design trade schemes, market activations, influencer engagements and consumer offer.
- Recruited manpower for retail sales force and retail services field force in unit.
- Conceptualized and executed entry strategy and marketing mix for paints.
- Servicing the existing dealer network and expanding it.
- Achieving Value and Volume Targets.
- Implementing Promotional Schemes.
- Identifying and Implementing Demand Generation activities.
- Tracking Competitive Activity.
- Handling Customer Complaints and providing support to the helpline initiative.
- Relationship building with Consultants, Contractors, Builders, Architects etc. with a view to get 'first mover' advantage on their new projects/clients.
- Ability to sway stakeholder's opinion, influencing and support at decision making.
- Establish and maintain relationship with existing and new customers and be an Account Holder for them.

- Studying the market to provide focused and well-researched forecasts that will support the company's business planning.
- Planning of Additional Schemes and incentives to the Dealer Network.
- Handling of Off Roll DSR's and consultants and driving numbers through them
- Responsible for generating Sales Leads and converting those leads.
- Giving presentations on new products and services.
- Responsible for providing paint related services to the end customers.
- Accountable for developing and executing marketing plans, both short and long range, to ensure profit growth and constantly improve customer satisfaction in turn meeting organizational objectives.

Asian Paints Ltd.
Sales Officer

Jan 2005 to March 2015



Asian Paints Limited is an Indian multinational paint company headquartered in Mumbai, Maharashtra. The Company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's fourth largest paints corporation.

Job responsibility

- Presently handling Project Sales (Institutional Sales) from past 3 years.
- Independently handled one territory of Nagpur Branch with a turnover of 15 Crores.
- Serviced the dealer network of the territory.
- Appointment of new dealers after analysis his potential, goodwill & financial ability
- Target planning & achievement of sales budget.
- Maintaining dealer account & ensuring timely collections.
- Drafting schemes for dealers & consumers/contractors/painters.
- Plan & execute consumer & influencer level activities for brand awareness.
- Conducting contractor & painter meets for launch of new products.
- Demand generation to help dealers in secondary sales.
- Keep watch over competitor activities in the market
- Training & performance monitoring of newly joined.
- Market assessment through retail audit.
- Keep a track over timely collection of the dues towards company.
- Have worked closely with common counters and successfully made it exclusive by decimating competition from the counter.

Achievements-

- ✚ Regional Champion in Exterior Emulsion Power Play Contest of the region: Won the top position in the regional contest for exterior emulsion range of products during the period April'07 to March'08.
- ✚ Increased APL's market share in territory by 1.6 % in FY 2010-11
- ✚ Increased APL's market share in territory by 1.4 % in FY 2011-12
- ✚ Increased APL's market share in territory by 1.8 % in FY 2012-13
- ✚ Increased APL's market share in territory by 1.8 % in FY 2013-14

Haldiram Foods International Ltd
Sales Officer

July 2003 to December 2004



Haldiram's is a major Indian sweets and snacks manufacturer based in Nagpur, Maharashtra, India. The company has manufacturing plants in Nagpur, New Delhi, Kolkata, Bikaner.

Job responsibility

- Institutional sales through CSD (Military Canteens).
- Direct Institutional & Government Sales.
- Sales through corporate functions & Hotels.
- Retail Sales through dealers & Distributors.
- Spreading Franchisee network of the Company.

EDUCATION

- **M.B.A (Marketing)** from Central Institute of Business Management Research & Development, Nagpur University, in 1st division (2003).
- **M.Com - I** from Nagpur University in 2nd Division (2002).
- **B.com** from G.S.College of Commerce & Economics, Nagpur University, 1st division (2001).

COMPUTER SKILLS

- 6 month POWER ALPHA course from COMPUTER POINT, KATRAS.
- C from HOTLINE'S COMPUTER ACADEMY, Nagpur.
- C++ from SOFT POLYNOMIALS, Nagpur.
- Well versed with Microsoft Office.
- A good interface with SAP since 5 years during corporate endeavors.

Personal Details

Date of Birth : 05-01-1982
Permanent Address : Plot No. 63, Maa Sharda Nagar, Beside Lalita Public School, Wathoda, Ring Road, Dist.: -Nagpur-440008 State: -Maharashtra.
Mobile no. : +91 – 9673215616 (PP Number)
Hobbies : Surfing Internet, listening music & Playing Cricket.
Language Known : English, Hindi & Gujarati.
Strengths : Exemplary team performer and a resilient worker towards all assignments.

I hereby declare that the above information given by me is true to the very best of my knowledge.

Date: -

Place: - Nagpur

(MEHUL Kr. CHAWRA)

References : Would be provided on request.