

# Aatif Rasheed Khan

## Marketing & Sales Professional



### Contact Me

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#### Address

G-13, First Floor, Sector 41  
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#### Birth date

17-02-1987

#### Marital status

Married

### Key Skills

**B2B / Institutional Sales**  
**Business Development**  
**Key Accounts Management**  
**Bid management**  
**Tendering**  
**Proposal development**  
**Client Acquisition**  
**Negotiation**

### Languages

English

### Interests

Music  
Travelling  
Reading

### Summary

An aggressive Sales professional with 8 years of B2B Sales experience post MBA in IB and Mktg. Experienced in the start to end management of project sales i.e. from prospect identification to closure sale. I carry a rich experience of dealing with CXOs, Presidents, VPs, and people at other decision making positions. I am dynamic and street smart professional looking for a new challenge.

### Professional Experience

#### February 2016 – Till date

#### **CMI LIMITED / CMI Energy India Private Ltd (formerly General Cable Energy India Pvt Ltd.)**

Headquarter: New Delhi, India

Annual Turnover: USD 75 Million

Product Range: High, Medium and Low Voltage power cables (EHV upto 132 kV, MV & LV), control and instrumentation cables, house wires and conductors.

- In 2016, appointed as Senior Manager (Sales & Marketing) at CMI Headquarters, New Delhi.
- In 2017, got promoted to AGM (Sales & Marketing) at CMI Headquarters, New Delhi.
- At CMI, presently handling independent territory comprises of Noida, Ghaziabad, parts of Delhi, U.P., Rajasthan and Nepal.
- Reporting directly to Group President of Company.
- Handling a team of Sales Executives and Managers in all territories.
- Responsible for generating business from all major private business institutions in the territory.
- Few major accounts held – Angelique International Ltd, Kalpataru Power Transmission Limited, Genus Power Infrastructure, Shubhashree Agni Cement, Technip India Ltd.
- Sectors Focused – Power Transmission and Distribution, Cement, Oil & Gas and Renewable Energy.
- Represented the company at ELECRAMA 2016, Bengaluru, India.
- Represented the company at Hannover Messe 2016, Hannover, Germany.
- Represented the company at Middle East Electricity 2018, Dubai, UAE.
- Represented the company at Hannover Messe 2018, Hannover, Germany.
- Handled end-to-end participation at all the above mentioned events.

#### May 2011 – Jan 2016

#### **KEI INDUSTRIES LIMITED, New Delhi, India**

Headquarter: New Delhi, India.

Annual turnover: USD 400 Million.

Product Range: High, Medium and Low Voltage cables (EHV, MV & LV), control and instrumentation cables, house wires, power cables up to 400 kV in

collaboration with Brugg Cables Switzerland, stainless steel wires, and electrical cables.

- Served for 2 years 8 months as Deputy Manager (Sales & Marketing) at KEI Industries Ltd., Corporate Office, New Delhi.
- Served for 2 years as Assistant Manager (Sales & Marketing) at KEI Industries Ltd., Corporate Office, New Delhi.
- During the above stated span of more than 4 years and 8 months, major job responsibilities were as follows:
  - Client mapping - Identifying prospective Institutional clients in the given market of Delhi NCR.
  - Delivering Company presentations.
  - Generating leads and quoting techno-commercial offers.
  - Acquiring, nurturing and retaining Key Accounts.
  - Generating sales, increasing market share towards the achievement of revenue targets.
  - Ensuring successful accomplishment of annual business targets in the face of growing competition.
  - Negotiating Contract terms & conditions.
  - Gather information about market trends and competitor's marketing & sales practices / strategies.
  - Building strong relationships with Clients.

**Major Achievements** during the above stated tenure include as follows:

- Bagged a single supply order worth USD 0.9 Million from ISGEC Heavy Engineering for Supply of Copper LV & MV Cables to Waraq Paper, Saudi Arabia Project.
- Bagged a single supply order from Samsung C&T for Supply of Copper LV Cables to Delhi Metro Project worth USD 3.88 Million.
- Successfully handled Commercial side of USD 9.33 Million worth of 220 kV 1 Cx 1000 sqmm EHV Cable supply and laying contract with Delhi Metro Rail Corporation Limited (DMRC).

## Academics

### Post-Graduation

- Passed Masters of Business Administration (International Business & Marketing) with First division in 2011 from Amity University, Noida.

### Graduation

- Passed Bachelors of Computer Applications with First division in 2009 (University of Rajasthan, Jaipur).

### Intermediate

- Passed with First division in 2004 (Aligarh Muslim University).

### Matriculation

- Passed with First division in 2002 (Aligarh Muslim University).