

# O.V. KESWANI

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## CAREER OBJECTIVE

Seeking Challenging role in Sales & Marketing with an Organization of good repute; preferably in Engineering / Automotive / Capital Goods industry or any other Industry.

## PROFILE SUMMARY

- A competent professional with over **26** years of organizational experience in following areas:

<b>Sales &amp; Marketing</b>	<b>Team Management</b>	<b>Key Account Management</b>
<b>Dealer Management</b>	<b>Business Development</b>	<b>General Administration</b>
- Handled diverse products like Steel pipes, Gearboxes, Disc springs, Precision Auto components, Chemicals & Seamless Gas Cylinders & Cascades; with unit value ranging from 10 paise to twenty lacs.
- Have an experience of catering to variety of Customers like OEMs, End-users, Dealers, PSUs, small workshops, etc.
- Gained significant exposure in entire spectrum of planning & implementing business development strategies
- Adept in exploring business potential, new opportunities & clientele to secure profitable business volumes
- An effective communicator with good leadership, ownership, presentation skills & user of social media & Internet to ensure marketing goals are met.

## CORE COMPETENCIES

- **Sales and Marketing**
  - Proven ability in achieving targets, opening new products markets and setting up business operations in untapped markets.
  - Supervising Sales and Marketing operations for achieving increased growth & profitability through effective team work
  - Proficient in implementing long / short term strategic plans & budgets to enhance sales & marketing operations for achieving increased sales growth across the region
- **Client Relationship Management**
  - Interfacing with clients for suggesting most viable product range and cultivating excellent relations with them
  - Believe in "**Customer is the reason for our business**" & ensure Win-win approach at all times.
  - Developing & maintaining relationships with customers to achieve repeat / referral business
- **Business Development**
  - Managing business growth through identification & penetration of new market segments for achieving targets with a view to optimize revenue
  - Identifying and networking with prospective clients and generating new business for achieving business development & sales growth
  - Driving marketing initiatives & managing the frontline team to achieve business goals set

## ORGANIZATIONAL EXPERIENCE

- Everest Kanto Cylinder Limited, Mumbai**
  - ❖ **Products handled:** CNG Cascades & Cylinders

**Period:** Since Dec'18

### Role as Vice President – Sales & Marketing:

- To tap Biogas sector & generate orders for Bio-CNG Cascades
- Assigned a Project to contact leading Passenger vehicle OEM for new business generation
- To tap new areas for development of Retrofit customers
- Streamlining of key accounts of CNG Cascade customers.

### Highlights:

- Contacted Customers & Consultants in Biogas sector & got orders worth 7 Cr. & another 15 Cr. in the pipeline
- Gave presentations at Maruti Suzuki to push for New product assembly
- Signed an MOU with an Automotive Tier – I company to set up a separate unit & cater to Maruti Suzuki & Toyota. This can result in additional business of 110 Cr. for each JV partner after the start of supply
- In new areas, developed new Retrofit customers
- Contacted other OEMs towards marketing efforts

- Familiar with Tally. ERP 9 system

## 2) Heritage Printing Inks, Thane

**Period:** Dec'12-Nov'18

❖ **Products handled:** Flexographic & Rotogravure Printing Inks & Chemicals

### Role as General Manager:

- Handling various functions like Sales, Planning, Production, Business Development & General Administration
- Key account management

### Highlights:

- Ensured Sales of the products in an efficient manner
- Developed new Customers increasing the business by 10 % every year
- Took complete charge of factory including Production, statutory compliances, record-keeping, etc.
- Planning for raw material, Stock of FG; to ensure availability at all times
- Computerized operations like Production planning, Invoicing & payment reminders

## 3) Gala Precision Engineering, Thane

**Period:** Jan'08-Nov'12

❖ **Products handled:** Conical Disc Springs & Precision Auto components

### Role as Senior Manager – Sales & Marketing:

- Handled sales of Disc springs & various Auto components in India and subsequently, in South East Asia
- Managed tasks like enquiry generation, offers submission & negotiation, manufacturing planning, Co-ordinating TPI, dispatch, documentation, etc.
- Key account management
- Liaising with Operations Team for getting right product at right time for onward dispatch
- Reporting MIS to the management & TS Audit preparation & maintenance on a regular basis.

### Highlights:

- Successfully developed new OEMs & New Applications as well as new Dealer in SEA; which resulted in an additional business of Rs. 4 Cr.(20 % of target) per annum
- Received single largest order of worth Rs. 1.5 Cr. (7 %) of total sales of Disc springs in a year
- Successfully handled Industrial & PSU customers for the products
- Played a stellar role in:
  - Giving Raw Material Projections in advance for procurement which helped in maintaining optimum inventory
  - Supporting organizational efforts to get TS 16949 accreditation & maintenance of Systems on regular basis

## 4) Everest Kanto Cylinder Limited, Mumbai

**Period:** Feb'06-Jan'08

❖ **Products handled:** CNG & Industrial Cylinders

### Role as Manager - Marketing:

- Looked after Automobile industry OEMs for CNG Cylinders as fuel storage solution
- Accountable for production & material planning
- Follow up with 2 factories regarding dispatches, commercial tasks, customer audits & management
- Generate new enquiries & convert in orders in Retro fitment sector.

### Highlights:

- Efficiently achieved 25% increase in sales over last year with a turnover of 140 crores
- Managed operations within the organization and maintained excellent customer relationships for effective Sales & Marketing function
- Ensured a warehouse opening & supply for a key customer in North India
- Single-handedly handled a single project order of worth Rs. 2 crores from Mazagon Dock Limited for Seamless High Pressure Air Cylinders as additional responsibility
- Successfully executed few export orders.

## 5) Premium Energy Transmission Ltd. (Formerly Greaves Cotton Ltd.) Mumbai; Period: Jul'98-Feb'06

❖ **Products handled:** Gear boxes, Geared Motors & Fluid Couplings

### Role as Area Sales Executive:

- To look after sales of various Mechanical power transmission products like Gearbox, Fluid Coupling, Geared Motor, Spares, etc. to OEMs, Chemical & Pharmaceutical industries and Dealers in central suburbs of Mumbai, Thane & various parts of Maharashtra
- Develop new customers
- Budget preparation, MIS, etc...

**Highlights:**

- Regularly achieved sales targets in the assigned area & got Incentives for the same
- Developed new customers which resulted in additional business worth Rs. 30 lacs in a particular year
- Received single largest order for:
  - Geared motors(New product introduced) worth Rs. 26 lacs which approx. 10 % of target
  - An order worth Rs. 65 lacs in a particular period for Gearboxes & fluid couplings.
- Successfully collected old outstanding & written-off payment of 15 lacs
- Familiar with JD Edwards ERP system

**6) Zenith Limited, Mumbai****Period:** Oct'93-Jun'98**❖ Products handled:** Steel Pipes & Hollow Sections**Role as Senior Assistant – Sales:**

- To look after sales & marketing of Steel pipes & sections in Automotive, Chemical & Pharmaceutical industries in India
- Develop new customers

**Highlights:**

- Successfully negotiated & executed a large & complicated order from a Pune-based Sugar OEM, worth Rs. 60 lacs
- Efficiently conducted market survey at all over Maharashtra which led to appointment of 2 new dealers; thereby generated an additional annual business worth Rs. 2 Cr. per annum

**CERTIFICATION**

- Certified as Chartered Engineer
- Certificate course on Piping Engineering from IIT, Bombay

**TRAINING**

- Participated in Marketing Management Program
- Training in Selling in a Competitive Environment
- Attended various trainings in Sales, Marketing, Client management, Leadership, etc.

**IT SKILLS**

- Well versed with:
  - MS Office
  - Internet Applications

**EDUCATION**

- MBA (Marketing Management) with 66 %
- Diploma in Business Management with 62 %
- Bachelor of Mechanical Engineering with 56 %

**PERSONAL DETAILS**

**Full Name** : Keswani Omprakash Vashdev  
**Date of Birth / Age** : 25<sup>th</sup> August, 1970 / 50 years  
**Address** : 703, Paramount Building, Hiranandani Estate, G.B. Road, Thane – 400607. Maharashtra  
**Languages Known** : English, Hindi, Marathi, and Sindhi  
**Marital status** : Married & have one child  
**References** : Available on request