

KUNAL PURUSHOTTAM SUPEKAR

Email: ksupekar.24@gmail.com Contact No: 9930671985

Location: Goregaon (West), Mumbai - 400062

Objective:

Seeking a learning, challenging and progressive career in marketing and product management with a reputed company which could provide me with sufficient Opportunities to apply my academic knowledge coupled with my industrial experience for achieving organizational goal and personal enrichment.

Profile Snapshot:

- ✓ 12 years of Experience in Sales & Marketing, Key Account Management, Market Research, Competitor's & Market Analysis, New Product Development and Team Management
- ✓ Currently working with **C&S Electric Ltd** as Assistant Manager – Sales from Dec 2017 till date.
- ✓ Previously worked with **Anchor by Panasonic, Asian Paints** and **India Infoline** Company in Sales & Marketing division.
- ✓ Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.
- ✓ An effective communicator with excellent relationship and team management skills

WORK EXPERIENCE:

C&S Electric Co Ltd - Since Dec 2017 onwards

Designation: Assistant Manager – Sales

Department: Project Sales

Project Sales Development:

Managing and developing strategically important Project clients in Mumbai Region to increase both sales velocity and Volume.

Marketing and Promoting products and solutions in the specifier community (Consultants and Contractors) to acquire product approvals by using tools like presentations, demo and sampling.

Roles and Notable Achievements:

- ✓ Mapping of Key Clients of Corporates, Builders, Contractors, Hospitality & Health Care.
- ✓ Given product presentation & demonstration to Project clients.
- ✓ Products installed at Clients sites for products approvals and won the orders.
- ✓ Organized a successful Contractors Meet 2018 at 3 Star Hotel in Andheri to showcase our entire product range. Got 50 Contractors to attend the meet

Anchor Electricals Pvt. Ltd. (A Panasonic Group Co.) - October 2011 to November 2017

Designation: Sr. Executive – Sales (Project Sales)

Department: Project Sales

Project Sales Development:

Managing and developing strategically important Project clients on a Pan India basis to increase both sales velocity and Volume.

Marketing and Promoting products and solutions in the specifier community (Architects, Consultants and Contractors) to Acquire product approvals by using tools like presentations, demo, sampling & Factory visit.

Roles and Notable Achievements:

- ✓ Mapping of Key Clients of Corporates, Builders, Contractors, Hospitality & Health Care at Pan India Level.
- ✓ Given product presentation & demonstration to Project clients.
- ✓ Actively participated at Anchor Stall in **Ace Tech Exhibition 2011, 2014 & Elecrama exhibition 2012** in Mumbai and **Elecrama 2014 in Bangalore.**
- ✓ **Team Handling, Dealer Network & Project Sales clients handling.**
- ✓ Won Projects of Key Clients i.e. H N Hospital-Mumbai, Hiranandani Hospital-Thane, Global Hospital-Mumbai, K.Raheja Realty's Conrad Hilton Hotel-Pune, Raheja Residency, Malad & Goregaon, Taj Gateway Hotel-Nashik & Sarovar hotel- Africa & Tirupati.
- ✓ Conducting detailed market study to analyze the latest market trends, tracking competitor activities and providing valuable inputs for fine tuning the selling & the marketing strategies
- ✓ Analyzing competitor pricing structure and generation of our pricing strategies as per the market scenario

Asian Paints Company Ltd - October 2010 to June 2011

Designation: Relationship Officer (Architects & Interior Designers), Pune

Roles and Notable Achievements:

- ✓ Completed Mapping of **Architects and Interior Designers (AID) firms** in Pune region.
- ✓ Handled 120 AID firms & maintained a good rapport with them.
- ✓ Actively participated in Organizing **Colour Next 2011** Marketing event for Architects and Interior Designers.
- ✓ Completed Profiling of AID firms.
- ✓ Updated about Products and Services to AID firms on regular basis.

India Infoline Company Ltd - May 2006 to April 2008

Department: Life Insurance & Mutual Fund

Designation: Marketing Executive

Roles & notable achievements:

- ✓ Managing sales & marketing operations. Ensuring accomplishment of set business targets
- ✓ Organized marketing promotion programs at corporates to sell Life Insurance.
- ✓ Organized direct marketing campaign in residential locations to increase awareness about Life Insurance and brand promotion.
- ✓ Generated new leads/sales through aggressive cold calls, references & emails.
- ✓ Follow ups with team and clients.
- ✓ Generate sales report and maintaining the data for reporting as required.

EDUCATIONAL QUALIFICATION:

Degree	School / College Name	University	Year of Passing	Percentage
MMS	Saraswati College	Mumbai	2010	72.42
BMS	Vivek College	Mumbai	2006	63.75
HSC	BNVB College	Mumbai	2002	64.50
SSC	ABGES School	Mumbai	2000	54.40

HOBBIES & INTEREST:

- ✓ Swimming, Playing Cricket & Listening Music
- ✓ Undertook Social Cause Marketing for an NGO, INDIAN DEVELOPMENT FOUNDATION and raised Rs.3000 by selling greeting cards made by IDF in Saraswati College, Kharghar.

PERSONAL PROFILE:

Date of Birth	May 1985
Marital Status	Married
Sex	Male
Languages known	English, Hindi and Marathi
Religion	Hindu