

SHAIENDRA ARORA
S/o SHRI R.S. ARORA
AGE: 50 YEARS (8th JUNE, 1972)
House No. 524, Sector 16
Panchkula, Haryana, India
PIN CODE-134109
Mobile: +91 7988128724
+91 9872835524
Landline: 0172-2575905
Shailendra72.arora@gmail.com

Career Overview / Covering Letter

I Love taking on new & challenging assignments, creating structures & alignment in new / unexplored markets

I am an aggressive Sales leader with important traits like futuristic, result oriented, process oriented, high integrity, persistent innovator, strategic planning and timely execution.

Key Skills

Sales, Marketing, Strategy & Planning, Business Development, Product Launch, New Business Development, New Market Penetration

Customer Satisfaction, Distribution, Schemes Building & Efficacy management

Sales Process, Setting of Procedures, Policies and Process, Logistics Management, Levers for Optimization, Analytical Skills, Forecasting, Budgeting & P&L Responsibilities

Training & Development, Recruiting, Employee Engagement, Team Leader, & Manpower management

Career highlights

Experience

A competent Sales professional with over 27+ years of experience in Sales / Channel Management / Marketing / Planning & Strategy out of which 7 years in Senior Leadership Role

Field – 7 Years, Middle Management – 13 Years, Senior Management 7 Years

Organizations Worked with

Worked with leading organizations like Colgate Palmolive India Limited, Ultratech Cements, Ambuja Cements Limited (Holcim Subsidiary), JK Cement Ltd, Dalmia Cement Bharat Limited and stints with Sansui, JSW Cement & Steel, Wonder Cements and Dulux Paints

Industries Worked with

- Apparels
- FMCG
- White Goods
- Cement & Steel
- Paints

Geographies Covered in India

Worked in major markets of North, West, East and South India: To mention - Punjab, Himachal, J&K, Haryana, Rajasthan, MP, Gujarat, Western UP, Maharashtra, Karnataka, Kerala, Goa, Bihar, Jharkhand, West Bengal, Orissa, Eastern UP, Delhi & Uttarakhand

North India Experience – 20 Years; East India Experience – 4 Years, South India Experience – 1 Year & West India Experience – 2 Years

Career Path

Have experienced the Career path from front line sales officer to Area Sales Manager, Cluster Head, State Head and Zonal Head / Cluster Head profile with stints in Planning, Channel Management and Strategy.

On Job Training and Nomination Details

I have been Nominated various key Training Program's / Career Progression courses & Special assignments for Career Growth & Development which are being mentioned below: -

- Indian School of Business, Hyderabad
- Direction Dimensions of India, Mumbai
- Indian Institute of Management Studies Ahmedabad
- Indian Society of Applied Behaviour Science (New Delhi)
- North India Coach for Gallup Employee Engagement programme for three years at Ambuja Cements Limited, Subsidiary of HOLCIM.
- North India Co-coordinator for General Price Increase Module at Ambuja Cements Limited, Subsidiary of HOLCIM.

PROFESSIONAL EXPERIENCE

28th March 2022 till 5th January

Wonder Cement Limited

Designated as Executive Vice President (Sales and Marketing) - Looking after Entire North INDIA operations consisting of Punjab, Chandigarh, J&K , Himachal Pradesh, UP, Uttarakhand, Haryana & DELHI

Team Size - Total 78: State Heads – 6; Zonal Heads – 12; Sales Officers – 60

Had a short tenure & still could develop a network of 35000 TPM in short 8 Months' time, increased the volume from 85000 MT achievement in July to 148500 MT in December, a whopping jump by 60,000 MT - INCREMENTAL VOLUMES.

20th September 2021 till 15th March 2022

JSW Cement Limited / JSW One

Currently Designated as Sr. Vice President looking after East India Cement and Steel operations of JSW One for West Bengal, Orissa, Jharkhand and Bihar

Core Achievements - Volume ramp up of 1 LT by six months, Receivables reduced to 30 Days from 90 Days, Manpower Strengthening by choosing best talent from industry, Business Model shifted from Warehouse dispatches to Plant Direct dispatches from 30% to 85%. Revenue generation of Rs 100 / MT through L1 Mode of supplies. Capability build up to deliver additional 25000 MTPM

Managing separate business and channel partners of Steel business targeting 12000 MT Steel Per month in East and North East.

22nd April 2019 till 31st August 2021

Dalmia Cement Bharat Limited

Deputy Executive Director / Zonal Sales Manager – East B (Bihar, Jharkhand and Eastern UP): Based at Patna looking after Sales & administration operations of these states

Initiatives taken

- Correct Product Strategy & Correct Pricing Strategy
- Customer Engagement Meets for Being Customer Centricity organization and best in class
- Best in Class Marketing Initiatives across East B with high visibility and special Marketing campaigns
- Team Collaboration within organization especially with Logistics and Finance on regular basis
- Internal Debottlenecking of Processes
- Team Building through Motivation sessions in Review Meets
- Manpower Recruitment Drive
- Internal Talent Elevation
- Sub Dealer Recognition Meets
- ZSM meets with using our ACE cards on ECO, EMO and EGO
- Channel Motivation Schemes strategically to align business development
- SP Review Meets to align business & Monthly Review meets by ZSM - Scheme Communication Drive

Milestones Achieved

- Journey of 2 Lakh to 4.00 Lakh MT Mile Stone in Zone EAST B (BH+JHK+UP)
- Three times (All time High Sales – Broken our own records in last two years)
- Continuous 3 months all time high dispatches in Bihar @ 2 LT + / Month in Q3 & All-time high sales in Q1 FY20 touching 2.8 LT Mark
- Retained No.1 Sales Position in Q2, Q3, Q4 FY 19-20 & 20-21 in Jharkhand. - All time high sales and dispatches of DDSPL GU in Bihar (71K)
- All time high sales in North Bihar and South Bihar in December 2019 & 2020
- Premium Product Sales - 100% increase in December 19 / December 2020 & overall all-time high sales in Q1 2020, Q2 2020. Q3 2020.

(May 2015 – 31st March 2019)

JK CEMENTS LIMITED

(July 2018 – 31st March 2019)

Zonal Sales Head / AVP Sales – South (Maharashtra, Karnataka, Kerala & Goa): Based at Pune looking after Sales & administration operations of these states Major achievements are captured below:

- Handling a team of 5 State Heads, 14 ASMs, 70 Front Line Sales Force team & 31 outsourced long arm officers
- Sales Volume handled: 1.65 LTPM
- Reduced Degrowth of 6% to Flat by end of October, Core Market Degrowth of – 1% converted to Growth of 4% YTD
- Direct Dispatches increased by 5% and TDC reduction by 3% over Q1
- Retention increases by approximately Rs 250 / MT on account of Core Market Mix, Discount Structure optimization, Product Mix, Product Price Change
- Successfully launched new product JK Super Strong in merely inception of the idea within 3 months, achieved the targeted launch volumes, and pricing strategy.
- Manpower rationalization and efficiency rationale implemented in current quarter.

(April 2017 – 13th July 2018)

JK CEMENTS LIMITED

Working as Sr. GM (Sales), Zonal Sales Head – Rajasthan, Madhya Pradesh & Gujarat: Based at Jaipur looking after Sales & administration operations of these states Major achievements are captured below:

- Handling a team of 4 State Heads, 17 ASMs, 60 Front Line Sales Force team
- Sales Volume handled: 2.52 LTPM & for last two quarters 2.95 LTPM
- Registered Growth of 25% YOY in West Zone (overall increase from 2.00 LTPM to 2.95 TPM till last two quarters)
- Logistics Optimization and Core Projects
- Increased 40% Sales in Core Markets & maintained TDC YOY
- Branding Initiatives and visibility (Launched Special Branding campaigns in PAN Rajasthan)
- Price / Brand Positioning, Improved Price Positioning by Re 1 to Rs 5 per Bag in most markets of West Zone
- Financial Controls and Hygiene (Inculcated Clean Business Practices in West)
- Training and Manpower development; Special efforts to build A category team in the organization and best in the industry.

(May 2015 – Till March 2017)

JK CEMENTS LIMITED

Worked as General Manager / Sr. General Manager (Marketing), Zonal Sales Head – Punjab/Haryana & Jammu Kashmir: Based at Gurgaon looking after Sales & administration operations of the state's Major achievements captured below:

- Logistics optimization and impact in savings by approx. Rs 5.6 Crores
- Trade Sales %age increased by 45% in Two years
- Blended Sales increased by 2%
- Sales Growth by 15% in North 2 Zone
- Team Building initiatives and inculcating of ethical business acumen
- Improvement in Price Positioning by Rs 2 per bag over last year
- Credit Control Management – 40% improvement over last year with respect to hygiene factors like CD, RTGS, DSO, Receivables
- Received recognition consequently for three Quarters for highest absolute volume increase PAN India

(June 2008- April 2015)

AMBUJA CEMENTS LIMITED

Worked as Deputy General Manager (Marketing), Zonal Head – Punjab (South): Based at Ludhiana looking after Sales operations and administration since Feb 2014.

Looking after four branches and 8 warehouses of Punjab (South) with a total team of 29 officers.

Major achievements are captured below:

- 3% Increase in Trade Sales over 2013 in 2014, against industry degrowth of 3%.
- Market share increased by 1%.
- Customer Excellence initiatives: Successful Launch of Retail Price Project in Bathinda and Sales Drive Project in South Punjab, Nominated General Price Increase Project Co-coordinator for North & Implementation Incharge by training of Field Force across North
- Successful launch of Consumer Scheme in Ludhiana generating 6% growth in Quarter, against industry degrowth of 10%.
- NSP achievement @ Rs 214 – 109%
- Nominated for Employee Engagement Head for Chandigarh RSO consequently for third year
- Nominated to attend ISB Hyderabad for Regional Management Seminar

Feb-11 till Jan-14

Worked as Sr. Manager, Zonal Head – Haryana State; Based at Karnal looking after Sales operations and administration since March 2011.

Was looking after four branches and 12 warehouses of Haryana; worked with team of 28 officers.

Major achievements are captured below:

- 40% Increase in Trade Sales over 2010, against industry growth of 25%.
- Market share increased by 1% in each year.
- Logistics Optimization – Contribution of Rs 1.6 Crores in three years
- Expansion of three WH operations in the state for Logistics optimization and increasing market share • Channel Expansion of 150 Dealers across State to achieve the organizational objectives w.r.t M.S **Feb-09 till Feb-11**

Worked as Zonal Head - J&K State for sales operations and administration with two branches each at Jammu and Srinagar

Achievements

- Trade sales shot up by 60% from 17000 TPM to 26000 TPM
- Institutional sales shot up by 25% from 12000 TPM to 15000 TPM
- Increased market share from 34% to 45%
- Started Udhampur Rail / WH operations
- Revamped logistics to save Rs 1.5 lakhs per month (Volume Shift)

June-08 till Jan-09

Worked as **Head-North (Dy. Manager), channel management** based at Delhi in Regional Mktg. office from

June 2008 till Feb-2009

Job responsibilities

- Devising & implementation of strategies; policies for stockist & partners;
- Budgeting and planning of schemes and activities;
- Analysis related to channel partners & MIS, Formation / Disbursement of schemes; Channel excellence programme,
- Customer master maintenance.

March-07 till May -08

ACKZO NOBEL (Formerly ICI India Ltd) / DULUX PAINTS

Worked as **Head- Punjab (Area Sales Executive)** , based at Chandigarh looking after Wood Care Division through Decorative Channel & Automotive Paints through Refinish Channel and OEMs

Job responsibilities

- Budgeting and planning of schemes and activities;
- Target Vs Achievement for Wood Care Business through Decorative Channel
- Increasing Premium products in Refinish business through Refinish dealer network
- Monitoring OEMs – Demand Generation
- ATR Management to increase SOW of the Decorative Channel

(Sep. 2002 – Feb 2007)

AMBUJA CEMENTS LIMITED

Ambuja cements limited are second largest cement producers in India and has a group turnover of Rs 4000 crores.

Worked as **Branch Head (Dy. Manager)** based at Amritsar & Gurdaspur, looking after cement business of Ambuja cements in Amritsar & Tarn Taran districts.(Nov.1999 – June 2002)

GRASIM INDUSTRIES LIMITED (Cement Business marketing)

Grasim Industries Ltd. is part of **Aditya Birla group** with a turnover of 4000 crores & group turnover is 25000 crores.

Worked as Sales officer (mktg.) in capacity of depot in charge; based at Amritsar, looking after Cement business of Amritsar and Gurdaspur districts through Channel Sales.

Successfully worked on 100 Channel Partners dealing in GRASIM WHITE CEMENT business to tap for Grey Cement Business. Converted 55 Dealers of White Cement to Grey to increase the GRASIM Industries SOW of Sales Turnover

(Oct '1996 to Nov'1999)

COLGATE-PALMOLIVE (INDIA) LTD.

Worked as **SALES TERRITORY SUPERVISOR**, looking after business interests of the company through **Channel Sales**.

Worked in **major markets** namely Himachal Pradesh, Punjab and Western U.P.

STINTS

- Sansui Electronics
- Phoenix Industries Ltd

QUALIFICATIONS

PROFESSIONAL

Master's in Business Administration in Marketing from SIBER School of management, Shivaji University, Kolhapur in **JUNE 1995 with 1st Division**. (Major – **Marketing**, Minor – Finance.)

DISSERTATION

- **Blue Star Ltd.** – A survey conducted on adoption of cold chain concept.
- **Coca-Cola** beverages – Study on market share of coke.

ACADEMIC

- Bachelor of Commerce from Punjab University in 1993.
- Matriculation from St. Anne's Convent School, CBSE Board. 1st Division.

OTHER DETAILS

- Computer literacy: Well versed in Internet; Working in windows XP, SAP and Lotus. ▪
- Interest & Hobbies – Music, Traveling, Reading.

Shailendra Arora