



Sunil Verma

A techno-commercial professional with Graduate Engineering & Business Management Qualifications having 30 years of multi-cultural international experience in paints, polymer and other chemical industry heading Factory Operations as well as Sales & Marketing.

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Profile Summary

- As Managing Director of Pexi Chem P. Ltd., having overall organizational responsibility with key focus on Production Planning, TQM, Finance & Accounts Management, Sales, Marketing and Business Development, the company has been successfully generating revenues worth INR 15 Crores per annum; driving growth for Indian and as well overseas market.
- P&L objective achieved from meager 2-3% to 25% gross profit over the last 8 years of business
- African market penetration with new business generated from zero level to 80-120 MT per month
- An effective leader with excellent communication, negotiation and relationship building skills

Core Competencies

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| Factory/Works/General Management |
| Business Strategy & Execution |
| Sales, Marketing & Export Operations |
| New Business Development |
| Revenue & P & L Management |
| Cost & Resource Optimisation |
| Planning, Budgeting & Forecasting |

Notable Accomplishments Across the Career

- Steered sales & marketing operations with a team of 150 employees (customer service staff in various locations, sales executives, branch and depot managers, regional managers, marketing manager and general manager) answerable for INR 200 Crores in annual revenue during my tenure with Crown Paints Kenya Ltd; achieved department targets on national level with growth in P&L.
- Enhanced sales through different channels by 100% and received acknowledgements for the same
- Successfully introduced the following products which were missing in Kenyan Market:
 - "Berger International" Brand Marine & Protective Coatings from "Berger Paints"- Singapore and Dubai
 - "Thermoline" Retro-reflective Thermoplastic Road Marking Paints (as pioneer being the first company to introduce in Kenyan market) imported from India; approved by Government of Kenya, and now being recommended for all the newly constructed roads.
 - Introduced Application Equipment for Thermoplastic Road Marking Paints & successfully marketed to Kenyan Market
 - Introduced the new concept of Apply Supply for Thermoplastic Road Marking Paints and got big business from Ministry of Roads

Skill Set



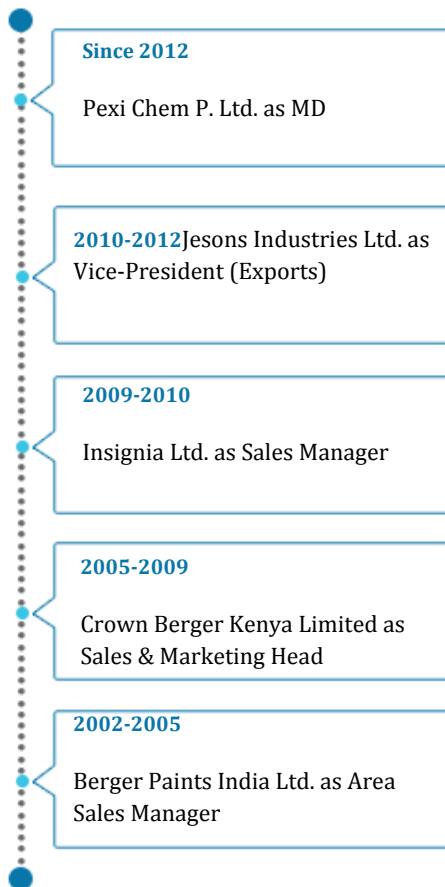
Organizational Experience

Mar'12 till date
Pexi Chem P. Ltd., Gujarat as Managing Director

Key Result Areas:

- Spearheading Production, Quality Assurance, Procurement, Accounts, Sales, Marketing & Business Development of Water Based Emulsion/Paints, primer, distemper, putty, etc and Styrene Acrylic Emulsions, Pure Acrylic Emulsions, PSAs, Adhesives and other raw material products.
- Creating an infrastructure of Agents, Distributors, and developed key customer base in Africa Region as well as in Indian market
- Steering efforts in developing Middle East market with maximum business volumes from zero level to a volume of 3-4 FCLs per month along with Kenya, Uganda, Tanzania, Ethiopia, Vietnam, Ghana & Madagascar markets with new business generated to the tune of 3-4 containers per month
- Started new paint manufacturing unit set up in Delhi and Gujarat and developed market in North and Western States.

Career Timeline (Recent 6)



Jan'10 – Mar'12
Jesons Industries Limited, Mumbai, India as Vice-President (Exports)

Key Result Areas:

- Led sales, marketing & business development of Styrene Acrylic Emulsions, Pure Acrylic Emulsions. PSAs, Adhesives and other raw material products for paint & textile industry across the globe (main focus on Africa and Middle East)
- Contributed in creating an infrastructure of Agents, Distributors, direct B2B business mainly in Africa Region
- Achieved the growth target geographically by developing :
 - Egypt market with maximum business volumes coming from zero level to a volume of 6-7 FCLs per month
 - Kenya, Uganda, Tanzania, Ethiopia & Madagascar markets with new business generated to the tune of 6-8 containers per month from this region
 - Nigeria & Ghana markets with new business generated from zero level to 16-18 FLCs per month

Previous Experience

Jun'09 – Jan'10
Insignia Ltd., Tanzania as Sales Manager

May'05 – May'09
Crown Berger Kenya Ltd., Kenya as Sales & Marketing Head

Jan'02 – May'05
Berger Paints India Ltd., New Delhi, India as Area Sales Manager

Feb'01 – Jan'02
Maharani Paints Private Limited, Faridabad, Haryana as Marketing Manager

June'00 – Jan'01
Mubeco Petroleum Co. Ltd., Nigeria as Marketing Manager

July'97 – June'00
Hardcastle & Waud Mfg. Co. Ltd., Delhi as Senior Sales Executive

Jan'92 – July'97
Berger Paints India Ltd., Delhi, India as Technical Sales Officer

June'90 – Jan'92
Shriram Foods & Fertilizer Industries, Delhi as Oil Technologist

June'88 – June'90
Asian Paints India Ltd., Mumbai as Sales & Service Technologist

- B.Tech. (Chemical Engineering/ Oil Technology) from H.B.T.I., Kanpur
- B.Sc. from Agra University
- Diploma in Industrial Relations & Personnel Management from Rajendra Prasad Institute of Communication & Management, Mumbai
- Diploma in Management from I.G.N.O.U., New Delhi
- Specialized Diploma in Marketing Management from I.G.N.O.U., New Delhi

Academic Details

Personal Details

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