

Professional Profile

SALES & SUPPORT | BUSINESS DEVELOPMENT | MARKETING MANAGEMENT

Results oriented professional with a unique blend of strategic and qualitative skills backed with 18+ years' of experience in Business Development & Personality Enrichment Services in the manufacturing Industry



- ❖ Experienced Business Management professional with over two decades of comprehensive experience in delivering optimal results in competitive environment by implementing Strategic Business Development initiatives that help exceed business targets & achieve measurable outcomes
- ❖ Multi-talented Senior Executive with impressive experience within all facets of Business Operations, Customer Relationship & Stakeholder Management with proven dexterity in Business Development. Highly successful in building relationships with key decision makers, seizing control of critical problem areas and delivering on commitments
- ❖ Strong knowledge of Designing, Planning, Testing & Maintenance of large-scale electrical wire & Pipe manufacturing systems, Delivery and Post Sales services. Ability to develop and implement Yogic Sciences Training programs with special focus on promoting business goals.
- ❖ Strong leadership, interpersonal, communication, problem-solving, planning, organizing and motivational skills; excellent team player with proven ability to work towards consistent attainment of predefined goals, Strategic visionary with proficiency in market research, knowledge transfer, training & development.
- ❖ Hands on experience in planning and designing business development models to achieve financial discipline and contribute to the overall profitability of the organization, Credited for setting roadmaps for business transformation, process excellence, corporate governance, strategic planning and image upliftment

Work Experience

2016 – Onwards: **Yogic Stress Management**, as **Head Business Development**

2012 – 2016: **Chaudhary Pipes & Fittings**, as **Senior Manager Sales & Marketing**

2011 – 2012: **Kimplas Piping Systems Ltd.**, as **Area Sales Manager [Grade M]**

2005 – 2011: **Finolex Industries Ltd.**, as **Assistant Sales Manager**

2004 – 2005: **Eurocon Tiles Company**, as **Sr. Sales Officer**

2002 – 2004: **KEI Industries Ltd.** as **Sr. Marketing Executive**

1999– 2002: **R.R. KABEL LTD.**, as **Sr. Marketing Executive**

Domain Skills/Performance Milestones

- ❑ 7 Times enhancement in market penetration achieved in Finolex, from INR 2 Cr to 15CR within a span of 5 years.
- ❑ Promoted from Sales Executive to Assistant Sales Manager at Finolex
- ❑ 500+ workshops conducted successfully with plumbers and contractors as a part of market penetration strategy at Finolex
- ❑ RR Kabel Ltd- Successfully penetrated the new product in the market, by applying 'all catch policy'. And created product visibility in the market. Appointed 400+ retailers in the market.
- ❑ In KEI Industries Ltd, I was given the task of market research and product development, right from the brand naming, packaging, content/information, pricing, product launching, market segmentation etc. Today the same product is gained a high quality product goodwill and the company has grown up in multifold.
- ❑ Successfully signed 15 New OEMs and handled existing OEMs at Kimplas within a span of 1 year
- ❑ Recovered 90% [~around INR 85Lac] of the outstanding dues in the market by offering them better and lucrative deals

CAREER PROGRESSION

Yogic Stress Management and Concelling

Head Business Development

2016 - Onwards

The Ashtang Institute Institute was founded in 2016 by with the objective of Personality Enrichment Through Indian Ancient Wisdom to the unisex - the men and women who have to work and fight the battle of life everyday. The Ashtang Institute,

reaches out to various segments of the society from Schools, Colleges, Corporates, Business Establishments & Householders and attempts to help them lead happy, healthy and balanced lives by conducting sessions listed below in a world that is constantly throwing up challenges.

Aasanas (Physical Postures), Shuddhi-Kriyas (Personal Hygiene), Pranayams (Breathing) Techniques, Mudras (expressions), Relaxation (Body & Mind) Technique, Bandhas, Reflexion (Memory) Technique, Meditation & Concentration, Yogic Theory & Concepts (Ashtang-Yog) written by Maharishi Patanjali.

Roles & Responsibilities

- Managing the administrative & Business development activities like Training Programmes Designing, Presentation of Modules to clients and its Benefits in the day to day lives of employees and the results at corporate level
- Training management: scheduling and channelizing internal and external meetings including Training Agenda, minute taking, action tracking and relevant communication
- Collate requirements and information, from prospective clients, review and provide assistance in closing the deals
- Monitor the progress of a quotes & provide timely update to the concerned Clients
- Analyze any objections raised by insurance provider and establish whether it satisfies the policy conditions
- Provide feedback to stake holders and Benefits team on all process, policy improvement points
- Coordinating review and consultation exercises, communicating revised programs, coordinating compliance related record keeping and reporting
- Provide other governance support as agreed with the Director
- Customize meditation and yoga sessions according to learner profile and physical & psychological needs.
- Promote balance of the body and mind through effective teaching and demonstrations.
- Prepare class content and format appropriate for student level and style or type of yoga class.
- Demonstrate techniques and methods of various exercises and meditations
- Maintain positive relationships with clients to encourage continued class attendance, and to provide health & wellness information and address any concerns.

Choudhary Pipes & Fittings

Sr. Sales Manager

2011 - 2016

Choudhary Pipes & Fittings is the most reputed Pipes trading house in the Mumbai and its outskirts. It provides its products to over 2000+ dealers and retailers in and around the Mumbai Region

- Responsible for the Mumbai Regions sales activities in pursuit of the company's regional revenue and growth targets for key products like Finloex, Prince, Texon, Astral & Ashrvad pipes and fittings.
- Determine the company's mission and strategic direction and design strategies through effective management of human, financial and material resources and achieve organizational goals
- Lead in major account relationships, closing complex deals and building ongoing partnerships.
- Remain abreast of the industry, competitors and trends
- Provide leadership in probing customers for evolving requirements and ensure that the firm's technology roadmap reflects and serves those needs.
- Recommend cost-effective changes to existing procedures to Increase and optimize customer experiences, revenue generation and other business outcomes
- Represent the organization on behalf of the organization in other official functions

Kimplas Piping Systems Ltd.

Area Sales Manager (Grade-M)

2011 - 2012

Kimplas is the largest manufacturer in India of world class Electrofusion (EF), and Compression Fittings & Valves, Welding Machines and Tools & MDPE Pipes. Spigot and EF Fittings above the current range of 125mm OD are sourced from well known reputed European Manufacturers. It has modern Mould manufacturing facilities supported by a team of experienced Design Development Team and is constantly expanding/improving its range of products and developing new special Fittings to meet market demands

- Responsible for Planning, Analyzing, Reporting & implementing business development strategies to achieve business goals aimed towards the growth in business volumes as well as profitability in the 2 Branch offices in Ahmedabad and Jaipur
- Overseeing formulation of Sales/service budgets, forecasts & operational plans and implementing cost-saving measures while maintaining the profitability in the irrigation piping segment
- Generating service revenue by meeting budgeted targets by developing new service procedures and strategies to increase productivity & profitability
- Presenting proposals to clients, providing solution strategy (pre-sales) support which involves conducting demonstrations of products to clients and briefing on client feedback / insights to help them in developing strategies
- Setting-up service management processes involving evaluation & improvement of the service centers on a continuing basis; increasing productivity of service and service sales force
- Ensuring maximum customer satisfaction by providing them with pre/post service assistance and achieving delivery & quality service norms

Finolex Industries Ltd.

Assistant Sales Manager

2005 - 2011

Finolex Industries Limited is India's leading manufacturer of PVC-U Pipes and Fittings and the second largest manufacturer of PVC Resin. Manufacturing plants in Pune that serves as headquarter, Ratnagiri in Maharashtra and Masar in Gujarat, they carry out distribution from warehouses in Chinchwad, Cuttack, Delhi, and Indore. FIL is the first Indian PVC-U Pipes manufacturer to get the coveted IS/ISO 9001:2008 certification.

- Responsible for business development strategies through multiples sales channels and distributors.
- Present products to various architects, builders, engineers and Plumbing contractors to obtain certifications in order to enhance the product in the market better
- Successfully promoted the product and increased market penetration from 2Cr Inr to 15Cr Inr and was promoted from Sales Executive to Asst Sales Manager

Eurocon Tiles Company.

Sr Sales Officer

2004 - 2005

Eurocon is a member of the southern group of companies based at Chennai manufacturing designer Concrete Flooring & Wall Tiles through its 5 manufacturing units across india.

- Responsible for Sales activities by meeting clients, architects, dealers and builders & presenting them with the latest designs and offer.
- Followup & Negotiating on deals and provide end to end pos sales services

KEI Industries Ltd.

Sr. Marketing Executive

2002 - 2004

KEI is an ISO 2002 company based in delhi manufacturer of electrical wires and cables as per international standards. It supplies to domestic as well as international markets over 20 countries.

- Develop business through distributor and dealer network, developing project sales and getting approvals from Architects and buiders

R.R. KABEL Ltd.

Sr. Marketing Executive

1999 - 2002

Ram Ratna Group ISO 2002 Certified Manufacturers of electrical wires and Cabels, It is india's first company with Unilay conductor with HFFR insulaton

- Getting approvals from Consultants, Architects and Builders and push the product in retail market
- Revoverly of payments and supportive documents

Education & Credentials

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| M.A. [Yogic Science], Bharatiya Sanskriti Peetham, Mumbai | 2018. |
| Diploma in Advanced Yoga, University of Mumbai | 2016. |
| Diploma in Foundation Yoga, University of Mumbai | 2015. |
| B.A. [English Literatur], North Maharashtra University Jalgaon, Maharashtra | 1996. |
| Master in Business Administratiion attended a 2 years full time programme from North Maharashta University Jalgaon with marketing as a specialization, but a smaller part of the same remained unattended | 1998 |

Trainings & Courses

- ▣ 900 Hrs [1 Year] Advanced TTC in Stress Management, From the oldest Institute in the world "The Yoga Institute, Santacruz, Mumbai 2014.
- ▣ Yoga Teacher Training Course [TTC] 2012.
- ▣ Residential 10 Days Course in Vipassana Meditation by Guruji S.N. Goenka, 7 times in last 7 consecutive years.
- ▣ Participant in Corporate Counselling, Yogic Psychology, Pranayams, Meditation, Diabetes, Hypertension, Heart diseases etc. workshops

Extra-Curricular Activities

- ▣ Quaified Yoga and Stress Management Trainer. Conducted 500+ workshops on Personality enrichment through Ancient Indian Wisdom like vedantic knowledge and Yogic Sciences
- ▣ Expertize in various Yogic Techniques like Relaxation, Reflexion, Stress Management, Interpersonal behaviour, theory of change, theory of causation etc.
- ▣ Sessions conducted for Corporates [GAIL, Asian Paints, Tata, Lupin, Hexaware technology Ltd, Abbot Pharmaceuticals, Edemitsu, Eicher Automobiles, Unichem Laboratory, Skenker warehousing, Trafigura Pvt. IIT Pawai etc], Academic Institutions, Govt. Sector along with providing health and wellness solutions at individual level
- ▣ Actively involved in social activities with an NGO Janaagraha Center for Citizenship & Democracy [www.janaagraha.org] to promote civic education programs across 25 Cities in India. 2014-2018

Personal Details

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| Date of Birth | : 23 rd Nov, 1973 |
| Languages | : English,Hindi, Marathi & Gujrathi |
| Address | : Parth Co-Op. Hsg. Soc., Plot # 37, Flat # 701, Sector-21, Kamothe, Opp. Khandeshwar Rly. Stn. Navi Mumbai – 410209 |