


Manjeet Kumar Sinha

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Job Objective

Experienced sales & Marketing professional with more than 25 years of experience in marketing, product sales, product management, business planning, market strategy, business development, logistics, channel sales & Management, Project sales and handling distribution network with an objective of employing as many as possible of my communication, marketing and business development skills for renowned industry and overall outreach.

Career Highlights

Served with renowned Companies, **ICI Paints India Limited, Hyderabad Industries Limited (C.K. Birla Group), Ozone Overseas Pvt Ltd, Sundek India Limited** Worked extensively on identifying business prospects, strategic business planning, sales forecasting, and budgeting, market segmentation, sales planning, and new business development. Handling logistics, channel management, and distribution network, Project sales, Expertise in areas of co-relating the distribution channels, strategic planning, and liaising with various government and private agencies Strong functional expertise in the area trend analysis, brand management, and product launch Core Competencies Competitive market analysis Trend analysis and product branding Catering to client specific needs and implementing solutions Product launch and achieving desired sales Post-sales support and customer retention Data management skills



Skills

- Technical Skills
- Proficient with PowerPoint and other MS Office software, SAP(SD MODULE)
- Sales processes, Brand Promotion, New Market development, Product Launch
- Creativity & Communication.
- Teamwork & Pro active approach
- Self Motivated, Numbers Driven.

● Work History

GM Sales& Marketing

Adhunik projects& Infrastructures Pvt. Ltd, Delhi (NCR) (2018-01 – Current)

Joined as GM (Sales and Marketing) Company dealing in prefabricated projects, civil engineering Projects, and all types of turnkey projects in civil construction

Responsibilities and Achievements

- Regular Visit to Architects ,PMC , Builders
- Participating in tendering and bidding process for obtaining Projects
- Obtained projects after successful bidding of 'Feroze Shah Kotla Stadium, New Delhi' and road project of NHAI, funded by World Bank in Behrampur, Odisha
- Executed major civil Project in Bihar (construction of Police Academy, costing approximately 376 crores)
- Successfully completed the project of MLCP (Multi level car parking) for GMR of, Looking after vendor registration in various Govt. departments, Like CPWD, PWD, DGS&D, AAI etc and public limited companies like Simplex infra, GMR,GVK,L&T etc
- Strategic planning, implementation, Site Management and business development
- Strengthening existing customer base and new client prospects

GM Sales& Marketing

PG Industries Limited (2012-09 – 2017-12)

Company is importer of slim tile (Sintered tiles) from Spain Brand name “**NEOLITH**”

Responsibilities and Achievements

- Appointing dealers ,distributors Pan India.
- Looking after the sales and marketing of Neolith Pan India
- Monitoring application, after sales & technical queries.(Related to product & Installation)
- F2F interaction with architects, interior designers, Builders & interior contractors
- Strategic planning and implementation, new business development
- Participated in events and building material exhibitions for product branding & Promotion.
- Maintained regular & steady growth in sales (volume & value wise)
- Opened depot in Mumbai for regular availability of product in Maharashtra & southern India Market.
- Created brand awareness and strong presence of the product in the highly competitive market.
- Established & Maintained long-term relations with architects, Builders, interior designers& Interior Contractors.

National Sales Head

Hyderabad Industries Limited (2007-04 – 2012-08)

Looking after Sales and Marketing Pan India, (Aerocon Panels) Company is manufacturer of "Charminar" brand Roofing sheets, Aerocon AAC Blocks, Aerocon Panels and other similar products.

Responsibilities and Achievements

- Tracking and monitoring all India marketing and sales activities
- Handling production planning as per sales projection done by regional managers
- Monitoring target vs achievement of Pan India sales on Monthly Basis
- Mentored team of 40 sales personnel including, business development manager, Area sales manager, and sales officers
- Monitoring inventory, SAP implementation, and testing for Aerocon division (SD module)
- Looking after promotional activities
- Successfully achieved annual target with 30% sales growth
- Looking after vendor registration in various Govt. departments, Like CPWD, PWD, DGS&D, MES, AAI etc and public limited companies like Simplex infra, GMR, GVK, L&T etc.

Marketing Manager

Sundek India Limited (2004-01 – 2007-03)

(Maharashtra and North India)

ISO-9001-2008 certified company

Company is one of the biggest manufacturers of decorative laminates in India, under brand name 'Sundek'

Responsibilities and Achievements

- Strategic sales planning and business development with institutions, government, architect, and interior designers
- Attending to customer complaints & claims and providing post-sales support
- Participating in technical and commercial bids and tenders
- Conceptualized promotional programs such as media advertisements, campaigns in the national press, and participation in trade fairs
- Built strong dealers' network in Maharashtra and Northern India
- Achieved preset targets regularly with steady growth.

Sales Manager

Ozone Overseas Limited, (2001-02 – 2003-12)

NCR, Maharashtra & South India

The company is importer of brass handles, all types of door locks, cash lockers, and other hardware related items under brand name, Ozone

Responsibilities and Achievements

- Built strong dealers' network in Maharashtra , Northern India and Southern India.
- Sales forecast, planning, implementation, and business development
- Competitive landscaping and analysis, and market segmentation
- Guiding C&F agents on logistics and documentation formalities
- Direct interaction with institutions, government agencies, architects, builders, and interior designers
- Designed and implemented sales strategies to expand client and consumer base in Mumbai, Pune, Western and Southern India
- Handled various sales activities such as promotion, branding, customer retention with goals driven approach

Area Sales Manager

ICI Paints India Limited (Joined as sales officer promoted to ASM) (1991-04 - 2001-01)

Renowned Paint company having it's offices and manufacturing unit in India and abroad.A market leader in automotive paint (DUCO) segment, manufacturer of decorative and refinish paints Brand Name, DULUX

Responsibilities and Achievements

- Handled strong Dealer's network in Bihar, Nepal & Orissa
- Sales planning – annual and monthly sales forecast; product and pack wise
- Mentoring C&F agents on logistics and documentation formalities meet, and dealers meet
- Handling all sales related activities including complaints, claims, sales tax, and export bill for exporting goods to Nepal
- Achieved steady growth in sales of Maxalite Acrylic distemper, Recorded highest sales in Bihar, Nepal and Odisha.
- Served in the team that won best performance award in the eastern region

● Education

Post Graduate Diploma in Business Management

Symbiosis - Pune, MH

B. Com

Patna University

Participated in selling skill course, thrice organized by ICI Paints India Limited

DOB:-25th October 1969

Languages known:- English,Hindi &Bengal