

# ABHILASH KAKKAR

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## SALES & MARKETING PROFESSIONAL

*Instrumental part in Sales, Dealer Management, Channel Management and overall brand management and positioning*

### Profile and Strengths

- Dynamic and vibrant professional with over 15+ years of experience and well expertise in Channel Sales, Marketing Strategies, Team Leadership, Performance Management and Client Retention.
- Professional strengths in creating and developing a strong network of Channel Partners - Dealers & Distributors - for wider distribution and deeper penetration.
- Competent to create win-win relationship with Corporate, SME, Institutional clients while ensuring customer satisfaction by achieving delivery and service quality norms and thus leading to repeat and referral business.
- Consummate professional with excellent planning, Execution, Monitoring and Resource balancing skills, attention to detail as well as the ability to build and lead effective teams.
- Anticipating & Capitalizing on Market Trends, Identifying Profit Potential, Creating Value & Positioning the Companies Products & Services to maximize market share.

### Key Competencies

Business Development -Revenue Growth and Profitability -Channel Management/Distribution -Opportunity Identification -Key Account Management -Performance Improvement -Market Penetration -Liaison -Team Handling -New Launches

### Accomplishments

- Developed the distribution strategy in allocated market in sync with the requirements and demand of the targeted client (Institutional, Commercial, and Industrial).
- Contributed significantly in developing the Brand Value and positioning the product in Uttaranchal primarily Garhwal region.
- Maintained market share in assigned area with strong coordination with dealers and other business partner associate, identified new area for business development, achieved actual Vs. target volume, contributed significantly to quicker settlement for operation related issues.

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### Professional Experience

#### KANODIA INFRATECH LIMITED (Cement division)

Jun-2020 Apr-2021

**Manager Sales : Uttarakhand**—(Dehradun, Vikash Nagar, Haridwar, Roorkee, Rishikesh, Kotdwar)  
**Uttar Pradesh**—(Bijnor, Najibabad, Dhampur, Chandpur, Noorpur)

- Responsible for overall sales growth in Uttarakhand & Uttar Pradesh.
- Monitoring and Minimize DSO of Channel (Days of Sales Outstanding).
- Improve price positioning (Maintain prices contribution per tons).
- Improve PPC sales and maintain product sales mix.
- Develop and grow the sales force using leadership skills and mentorship.
- Work closely with customer service, quality control, operations, safety, and credit.
- Make sales and marketing presentations and prepare accurate and timely sales forecasts.

#### ACC LIMITED ( 9 Years 6 month)

Nov-2010-Apr-2020

**Assistant Manager : Uttarakhand**--Dehradun, Vikas Nagar, Roorkee, Haridwar, Kotdwar, Satpauli, Lansdown, Shri Nagar

- Strategizing and implementing long-term business goals to ensure profitability in line with organizational objectives.
- Managing the distribution and logistics system while keeping check of the merchandise and inventory.
- Responsible for developing the distribution strategy in allocated market in sync with the requirements and demand of the targeted client.
- Responsible for tapping company's performance in the market and accordingly designing plans to ensure effective product availability all the time in the market.
- Visiting Builders, Contractors & Corporate Clients to close bulk orders. Identifying and developing strong and reliable dealer & sub-dealer in the region, resulting in deeper market penetration.

- Creating strategies to access unexplored markets while tracking market dynamics and inputs to realign tactics/strategies to counter competition.
- Proficient in strategy building for product positioning and brand management by developing relationships with key decision makers.
- Accountable for monitoring overdue amount and other target parameters including DSO, NSP etc. on regular basis.
- Analyzing competitors' activities, providing inputs for product enhancement & fine-tuning sales & marketing strategies.

**TATA MOTORS FINANCE LIMITED ( 4 Year 9 month)**

**Jan 2006- Oct 2010**

**Branch Collection Manager : (Delhi/NCR) – Mar'09-Oct'10**

- Spearheaded a team of 20+ collection executives for hard-core collection working on 5-10 bucket for Delhi-NCR.
- Drove entire Collection Operations and Managed NPA's of the Region. Ensured all disputed case were settled on early basis
- Responsible for initiating Legal activities, initiated section 138 and was accountable for repossession of vehicle.
- Monitored DCR of the team members was responsible for clearing authorized repo agencies bills.
- Implemented collection strategy in the region and set up a system of structured follow up through the state offices to ensure timely realization of EMIs.
- Identified defaulters and re-designed collection follow up to generate desired response.
- Initiated legal proceedings against chronic defaulters in coordination with paneled advocates to enforce recoveries.

**Assistant Manager Sales : Dehradun – Jan'06-Feb'09**

- Spearheaded the Sales and Finance business for commercial vehicle & passenger vehicle through both the channels (Dealers and Direct).
- Monitored and managed branch operation such as contract booking, trade advance disbursal to dealer, insurance and other operation related issues.
- Monitored achievement of expected target for each product range and identified gaps if any, ensured timely closure of the gaps in the shortest possible time.
- Assigned targets to dealer and other business partner associates for specific product range.
- Deftly analyzed loan documents as per the company credit policy before recommending it to the sanctioning authority and there after coordinated with customer & credit department.
- Selected, screened and appointed new dealer and other channel partner within the assigned territory.
- Closely monitored with other agencies such as field investigation, collection, and fraud control agencies.

**MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED (3 Years)**

**Jan' 2003 – Jan'2006**

**Field Officer – Varanasi, Uttar Pradesh**

- Planned & conceptualized various strategies to achieve business goals with regards to Rural funding to Customer aimed towards the growth in business volumes as well as profitability, ensured the usage of modernized tools of development for expansion and diversification as per the need and resources available.
- Ensured adherence to policies and processes, correcting procedural flaws; ensuring proper documentation; monitored the status of Creditors outstanding and followed up with them.
- Responsible for preparation of pre-closure of loan and handled Insurance claims matter for Mahindra customer with Insurance companies.

**Educational Credentials**

**MBA in Finance and Marketing**  
**Master of commerce(M.Com)**  
**bachelor of commerce(B.Com)**

Uttar Pradesh Technical University, Lucknow.  
 Mahatma Gandhi Kashi Vidyapeeth University, Varanasi  
 Mahatma Gandhi Kashi Vidyapeeth University, Varanasi

**IT PROFICIENCY**

Power Point Presentation, MS Office Excel SAP - Sales & Distribution – (Master Data, Sales Support, Sales, Shipping, Transportation, Billing, Sales Information System, Logistics Execution)

**Training** : Participated in "Promotional Sales Based Training" from "Mercuri Goldmann India Pvt. Ltd, Bangalore.

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