

RAJEEV RANJAN THAKUR

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Mobile: +919579645192

Objective:

To work in a challenging environment, where I can effectively contribute my skills as management professional, and with my work experience add direct positive value to the organization.

Professional Profile:

- ☒ Able to discuss product details, conduct presentations & demonstrations; Excellent in presentation, negotiation skills, sales concepts, strategies, and life cycle.
- ☒ Process oriented; willing to work in target based environment; poised to tackle the multifaceted challenges of rapidly changing corporate circumstance.
- ☒ Proven ability to gather, collate and use data effectively; Sound knowledge of new market trends and technology and constantly updated on emerging technologies.

Experience Profile:

Employer: Panasonic life Solutions India pvt Ltd, (Formally Anchor Electricals Pvt Ltd)

Period: Aug 2019– Till Date

Position: Territory Sales In charge

Key Deliverables:

- ☒ To continuously strive for developing the new market and the channel partners in the assigned area.
- ☒ Motivate the Dealer/Retailer/Electrician threw meeting.
- ☒ Continuously work for the Product Promotion, New Product (**WIRE, SWITCHES, CONDUCT PIPE, Switchgear, Semi Automation Switches**) Launch as per the guidelines of the Branch/ Corporate Sale in the area assigned.
- ☒ Continuous development of the assigned area and addition of new outlets.
- ☒ Developing marketing reports to be presented at the meeting of top management.
- ☒ Lead the marketing programs for branding and lead generation.
- ☒ Getting marketing collaterals, advertisements developed to help the co. meet its target.

- ☒ Coordination among Distributor, Head Office and Dealers.
- ☒ Ensuring successful participation in national and international tradeshows, exhibitions & organizing other events like conferences, seminars etc.
- ☒ Developing systems and procedures to ensure that the leads generated are optimally utilized.
- ☒ Managing the team of marketing executives.
- ☒ Developing training programs for the people in marketing team.
- ☒ Keeping track of competitors. Achievements:
- ☒ Established “ ABC” as the best content new product in the market in Rural Area.
- ☒ Conduct various promotional activities for (Counter Boys) to increase the developing Market.

Previous Employer

Employer: Orient Electric Limited (C K Birla Group)

Period: May 2018 – July 2019

Position: Deputy Area Manager

Key Deliverables:

- ☒ To continuously strive for developing the new market and the channel partners in the assigned area.
- ☒ Motivate the Dealer/Retailer/Electrician threw meeting.
- ☒ Continuously work for the Product Promotion, New Product (**SWITCHES, Distribution Box, and Switch-Gear**) Launch as per the guidelines of the Branch/ Corporate Sale in the area assigned.
- ☒ Appoint the new dealer Distributors of vacant territory ,
- ☒ Continuously focus on Retails and organized Electricians meet for pushing the Development of the Market.

Previous Employer

Employer: G.M Modular Pvt. Ltd.

Period: April 2014 – May 2018

Position: Sr. Sales Executive

Key Deliverables:

- ☒ To continuously strive for developing the new market and the channel partners in the assigned area.
- ☒ Motivate the Dealer/Retailer/Electrician threw meeting.

- ☒ Continuously work for the Product Promotion, New Product (**WIRE, SWITCHES, LED Distribution Box, Semi Automation Switches**) Launch as per the guidelines of the Branch/ Corporate Sale in the area assigned.
- ☒ Continuous development of the assigned area and addition of new outlets.
- ☒ Developing marketing reports to be presented at the meeting of top management.
- ☒ Lead the marketing programs for branding and lead generation.
- ☒ Getting marketing collaterals, advertisements developed to help the co. meet its target.
- ☒ Coordination among Distributor, Head Office and Dealers.
- ☒ Ensuring successful participation in national and international tradeshows, exhibitions & organizing other events like conferences, seminars etc.
- ☒ Developing systems and procedures to ensure that the leads generated are optimally utilized.
- ☒ Managing the team of marketing executives.
- ☒ Developing training programs for the people in marketing team.
- ☒ Keeping track of competitors.
- ☒ Achievements:
- ☒ Established “ ABC” as the best content new product in the market in Rural Area.
- ☒ Conduct various promotional activities for (Counter Boys) to increase the developing Market.

Previous Employer

Employer: Eon Electric Limited. (Formerly Indo Asian Fuse gear Ltd.)

Period: April 2013 – March 2014

Position: Sales Officer

Key Deliverables:

- ☒ Continuously work for the Product Promotion, New Product (**WIRE, SWITCH FAN & LIGHTING**) Launch as per the guidelines of the Branch/ Corporate Sale in the area assigned.
- ☒ Developed new marketing strategies to capture market channels with new clients.
- ☒ Brought new processes to firm for its growth, using various marketing strategies and communication skills in order to brand the firm in the market and attract new clients.
- ☒ Developed strategies and business for the firm by building corporate relationships with customers and the industry/market leaders.
- ☒ Utilized sales and marketing tools to create brand awareness in the market.
- ☒ Motivate the Dealer/Retailer/Electrician threw meeting.

Previous Employer

Employer: Larsen & Toubro Limited, L&T. (Electrical/Switchgear Division)

Period: March 2012 – Dec 2012

Position: Sales Officer

Location: Mumbai

Key Deliverables:

- ☒ To continuously strive for developing the new market and the channel partners in the assigned area.
- ☒ Ensure success of various Trade partner meets, new product launches.
- ☒ Continuously work for the Product Promotion, New Product (**MCB, ELCB & SWITCH**) Launch as per the guidelines of the Branch/ Corporate Sale in the area assigned.

Project Details:

Company Name : Lumbini Beverage Pvt Ltd. Hajipur Patna.

Project Title : “ A Comparative analysis of Pepsi and Coca-Cola in terms of sale and customer satisfaction”

Duration : Two month

Academic Qualification

- ☒ **Masters in Business Administration (Marketing)** from Pune University in 2011.
- ☒ **B.com (Accounts)** from Ranchi University in 2009.
- ☒ **H.S.C** from Jharkhand Board with Commerce in 2005.
- ☒ **S.S.C** from Jharkhand Board in 2003.

Computer Proficiency:

- ☒ Microsoft Office
- ☒ Internet.

Personals skills:

- ☒ Open and adaptable to new ideas and circumstances.
- ☒ Self-motivated and goal oriented.
- ☒ Good communication and interpersonal skills.

Hobbies:

- ☒ Listening to music.
 - ☒ Surfing internet.
 - ☒ Watching movies.
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Personal Information:

Date of Birth : 02nd Jan 1988
Sex : Male
Nationality : Indian
Marital Status : Married
Father' s Name : Sri Mundrika Thakur
Permanent Address : Village- Mali Latpauri, P.O+P.S – Mohammadganj,
District- Palamau,-822120 (Jharkhand)
Current Address : Q. no – 124, Defence colony, Kankarbagh, Patna , 800020.

I hereby declare that the information furnished above is true to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned details.

Date: -

Place : -

Rajeev Ranjan Thakur