

# SUNIL JAISWAL

Mobile: +91 9867118969

Email: [suniljais1982@yahoo.com](mailto:suniljais1982@yahoo.com)

Present Address: R.no.13, Chatai Chawl no.8 • Veer Shrikant Hadkar Marg  
Kalachowki • Cotton Green (W) • Mumbai-400033

To explore prospective markets for opportunities to create additional business avenues for the pursuing growth of organization simultaneously with career development.

## SYNOPSIS

- ⇒ Working with **Esdee Paints Ltd.**
- ⇒ **M.Com:** University of Mumbai (2005).
- ⇒ A proactive learner with fair understanding of marketing skills through various academic projects along with professional exposure.
- ⇒ Understanding & adopting emerging marketing trends & techniques, addressing industry requirements to achieve organizational objectives.
- ⇒ Possess insight & training experience in identifying the potential market segment for business development.
- ⇒ An energetic, self-motivated player with flair for adopting emerging trends & addressing trends industry requirements.
- ⇒ An analytical mind with the ability to think clearly and logically.

## WORK EXPERIENCE

### 1. Esdee Paints Ltd. as Sales & Marketing Executive (Working From June,2016 )

#### Key Responsibilities Areas:

- ⊕ Promote **Esdee Paints** to Dealers, architects, corporate & contractors.
- ⊕ Achieving targets related to market share, reach, Addressability, volume etc.
- ⊕ Handle Primary,secondary sale, Project.,Buiders.
- ⊕ Creating Brand Awareness
- ⊕ Mining in Existing accounts and generating revenues.
- ⊕ Handle disputes of client by providing proper solution.
- ⊕ Co-ordinate for samples & to arrange timely deliveries of samples to customers
- ⊕ Maintaining dealers and sub-dealers
- ⊕ Keep myself up to date on the competition, competitive products, our market share, competitors market share etc.
- ⊕ Keep a daily record and MIS for the daily calls and submit it in meeting.
- ⊕ Forecast plan on a monthly / weekly basis.

## **2. British Paints India. Ltd. as Sales Executive (Working From June,2014 to May 2016 )**

### **Key Responsibilities Areas:**

- ✦ Promote **British Paints** to Dealers, architects, corporate & contractors.
- ✦ Achieving targets related to market share, reach, Addressability, volume etc.
- ✦ Handle Primary and secondary sale
- ✦ Creating Brand Awareness
- ✦ Mining in Existing accounts and generating revenues.
- ✦ Handle disputes of client by providing proper solution.
- ✦ Co-ordinate for samples & to arrange timely deliveries of samples to customers
- ✦ Maintaining dealers and sub-dealers
- ✦ Keep myself up to date on the competition, competitive products, our market share, competitors market share etc.
- ✦ Keep a daily record and MIS for the daily calls and submit it in meeting.
- ✦ Forecast plan on a monthly / weekly basis.

## **3. Bajaj Ecotec Products Ltd as Officer Sales (Working From 1<sup>th</sup> February,2011 to May 2014)**

### **Key Responsibilities Areas:**

- ✦ To promote Bajaj products to Dealers, architects, corporate & contractors, Carpenter.
- ✦ Handle Primary and secondary sale
- ✦ Creating Brand Awareness
- ✦ Managing products promoting activities like Carpenter & contractors meet
- ✦ To get approvals from various clients.
- ✦ To co-ordinate for samples & to arrange timely deliveries of samples to customers
- ✦ Maintaining dealers and sub-dealers
- ✦ To keep myself up to date on the competition, competitive products, our market share, competitors market share etc.
- ✦ To keep a daily record and MIS for the daily calls and submit it in meeting.
- ✦ To forecast plan on a monthly / weekly basis
- ✦ To promote Bajaj Products across Mumbai and enhance & develop the market.

## **4. Berger Paints Ltd as Sales Officer (from July2009 to January, 2011).**

### **Key Responsibilities Areas:**

- ✦ Consistently achieved sales goals required for position.
- ✦ Creating Brand Awareness.
- ✦ Worked closely with contractors, dealers, field personnel and suppliers.
- ✦ Regularly achieved highest office sales & communication with new people
- ✦ Leading a team of sales executives to meeting financial targets.
- ✦ Maintaining dealers and sub-dealers.
- ✦ Keep a daily record and MIS for the daily calls and submit it in meeting.
- ✦ Forecast plan on a monthly / weekly basis.
- ✦ To promote our Products across Mumbai and enhance & develop the market.

## 5. Asian Paints Ltd. as Sales Executive .(November 2006 to June 2009)

### Key Responsibilities Areas:

- ⊕ Achieving targets related to market share, reach, Addressability, volume etc.
- ⊕ Brand promotion.
- ⊕ To forecast plan on a monthly / weekly basis.
- ⊕ To keep a daily record and MIS for the daily calls and submit it in meeting.
- ⊕ Receivables Management.
- ⊕ Handle disputes of client by providing proper solution.
- ⊕ Mining in Existing accounts and generating revenues.
- ⊕ Making plans to generate additional revenue from existing clients.
- ⊕ Client servicing by maintaining healthy relations.
- ⊕ Giving Corporate Presentation to clients.

---

### ACADEMIC CREDENTIALS

2005            **M.Com:** University of Mumbai  
2003            **B.Com:** University of Mumbai

---

### COMPUTER SKILLS

- ⊕ Diploma in Microsoft Office (Word, Excel and PowerPoint)
- ⊕ Diploma in Account Assistant (Tally 5.4).

---

### PERSONAL DETAILS

**Date of Birth:**            18<sup>th</sup> June 1982  
**Nationality:**            Indian  
**Marital Status:**        Married  
**Sex :**                        Male  
**Hobbies :**                Travelling , Music, Movies, Cricket etc.  
**Languages Proficiency:** English, Hindi, and Marathi

---

### DECLARATION

I hereby declare that all the information given above is correct according to best of my knowledge.

DATE :  
PLACE : Mumbai

(SUNIL JAISWAL)