

SALES PROFESSIONAL

**MBA with 19 Years of Experience in Sales and Marketing in
Ceramics and Paints & ACP Industry**

VIPIN KATHURIA

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A self motivated Program, Product and Business Development Manager with 19 years of experience and a proven record in Life cycle and New Product Development. Skilled in all aspects of new product development processes from concept stage to production. Proactive, persistent and possesses strong communication skills to manage cross functional teams to effectively and efficiently produce a quality product. Displays the ability to have a strong sense of urgency when necessary and demonstrated the ability to deliver highly profitable products in an ever-changing technological environment.

PROFESSIONAL EXPERIENCE

Unistone Panel PVT. LTD

CityBond, the brand under the flagship of Unistone Panels Pvt. Ltd, has taken the Indian ACP Industry by storm in a very short span of 6 years since its launch. The company caters to top National and International brands through its pan India presence and strong network covering more than 300 cities and 4000 outlets.

The City Group has today established itself as a trustworthy brand and a prominent player in the construction industry in India with its wide range of products for meeting the needs of various industry sectors including residential and commercial buildings.

General Manager

Feb. 2022- till date..

- Responsible for North India.
- Equally adept at handling Channel Sales, Institutional Sales & Key Account Management.
- Developing action plans for growth with Strategy.
- Coordination between Company and filed staff.
- Setting revenue and customer retention goals and helping in achieving the company goal.
- Making long and short terms Goals for business development of company.
- Providing information proactively to Senior Management and resolve issues.
- Involvement in Sales / Marketing activity with competitor activity to support in innovation.

ALUDECOR LAMINATION PVT. LTD

Since its inception in 2004, Aludecor Lamination Pvt. Ltd. has been commanding an unshaken trust in the industry, by dint of its die-hard commitment towards quality, innovation and customer delight. Aludecor is an end-to-end Indian Aluminium Composite Panel manufacturer, powered by innovative production facilities at Haridwar.

General Manager

Oct 2018- Jan 2022

Responsible for North & East Zone.

- Equally adept at handling Channel Sales, Institutional Sales & Key Account Management.
- Developing action plans for growth with Strategy.
- Setting revenue and customer retention goals and helping in achieving the company goal.
- Providing information proactively to Senior Management and resolve issues.
- Involvement in Sales / Marketing activity with competitor activity to support in innovation.

QUTONE CERAMIC PVT. LTD., NEW DELHI

Qutone Ceramic is one of the fastest growing and leading brands in Ceramics Industry with its best R & D through technological advancement and it is the only brand to play in large format size, which is used domestic and international market successfully.

Regional Head

April 2017-Oct 2018

Responsible for Haryana and Delhi NCR Territory to handle the Retail & Projects networking.

- Developing action plans for growth in target markets.
- Setting revenue and customer retention goals.
- Providing information proactively to Senior Management, such as weekly status reports and quarterly business reviews.
- Informing sales staff of all product issues, marketing objectives Maintain active distribution in all primary markets.
- Following up all sales leads quickly and efficiently.

RAK CERAMICS INDIA PVT. LTD., NEW DELHI

RAK Ceramics is one of the world's largest manufacturers of ceramics & porcelain tiles with global production output of 117 million sq.m. p.a & account for around USD 1 billion global sales annually.

Dr. Khater Massaad,co-founder of RAK Ceramics set up the company from the scratch & ensured RAK Ceramics truly becomes a global brand known for its innovative product range through technological advancement & high-quality production.

Sales Manager

July 2012-March 2017

Responsible for Haryana & Delhi Territory to handle the Retail & Projects networking. Key undertaking isto expend the network & presence in each area by watching the competitor strategy & to handle the promotion activity.

CENTURY PLYBOARDS (I) LTD, New Delhi

Century Plyboards (I) Ltd., makers of the well-known 'Centuryply' brand of Plywood and decorative veneers, was set up in 1986 in Kolkata, a joint effort of Mr. Sajjan Bhajanka and Mr. Sanjay Agarwal. The largest seller of plywood and decorative veneers in the Indian organized plywood market, Centuryply today is the leading brand and in its short duration of existence has created a special niche for itself in the industry.

Area Sales Manager

May 2011-June2012

Responsible for Gurgaon & Haryana Territory to provide technical support, handle customer care and drive objectives to achieve sales target including price negotiations. Also responsible for interfacing Marketing and Customers, Sales Promotional activities to beat competition and retain market leading position.

Regular interaction with all major architects, builders and clients to inform latest product development and other vital things related to samples, catalogues and schemes. Evaluate my team's working and try to get the best from their professional skills.

KAJARIA CERAMICS LTD., New Delhi

June 2006-May 2011

One of the leading ceramic tile manufacturing companies with total turnover more than 3000 crores and having own retail network for domestic product and big showrooms for imported products to show the same on large format.

Sr. Area Sales Executive

Assigned Gurgaon Territory (extends to Daruhara) for channel expansion wrt to both Horizontal & Vertical, to meet the target achievement and promotional activities.

Successfully achieved all key objectives to retain lead market position through enhanced networking, improved customer satisfaction, penetrate new product solutions despite bullish competition and price-sensitive market. Delivered 170% of 'target' business in '06-'07 and led the high-powered growth by delivering +20% (than last year) in '07-'08 & 08-09, and maintained "Super brand" rating for KCL successively in 09-10, period also in quality and customer satisfaction score.

BERGER PAINTS INDIA LTD., New Delhi

May 2003-June 2006

BPIL is one of India's foremost paint companies, currently ranked as second largest on the basis of consolidated sales turnover in Indian paint industry. It has a workforce of over 2300 employees and a countrywide distribution network of 12000 plus dealers with total turnover of 2000 cr.

Sales Supervisor

Raised the network area from 16 dealers (in 2003) to 38 dealers (by Jun '06) and delivered 250% growth during this tenure by expand and control both fresh & existing accounts. Create and delivered effective sales presentations and developing strong professional customer relationship. Undertake analysis of market and competition in order to recommend and initiate appropriate marketing initiatives.

With all above experiences, I am well versed with different channels of distribution network and tax matters in Indian markets, which help me till date to perform my duties perfectly and professionally. I am also having full exposure of Market with flexibility to change myself accordingly from company-to-company and product to product.

EDUCATIONAL QUALIFICATIONS

- PGDBM (MBA)-Full Time, with specialization in Marketing & Finance from Management Education & Res. Institute, New Delhi.
- B.Com from M.D.University Rohtak.
- Sr. Secondary from C.B.S.E. Board.

PERSONAL DETAILS

Date of Birth : 29th NOV., 1979
Marital Status : Married
Languages Known : English, Hindi, and Punjabi

STRENGTH

- Hardworking, Confident, Patience, Responsible and Committed Reference can be provided on request.

Date.....

(VIPIN KATHURIA)