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Date of Birth: March 07, 1970

Marital Status: Married

Profile:

B.E. Mechanical with more than 24 years of experience in Direct Sales & Marketing of Industrial Capital Equipment across the country. Able to work on own initiative and as a part of a team.



Job Objective:

Seeking Management level assignments in the area of Exports, Sales, Marketing or Business Development with an organization of repute.

Education:

- B.E. Mechanical from North Gujarat University in 1993 – First Class
- P G Diploma in Marketing & Sales Management from Bhartiya Vidhya Bhavans in 1995

Other Qualifications / Certificates:

- Diploma in Mechanical Engineering from Gujarat T E B in 1990 – Distinction
- Certificate course in Entrepreneurship conducted by Entrepreneurship Development Institute of India, Sponsored by National Science & Technology, Govt. of India & in Collaboration with Friedrich-Naumann-Stiftung Germany.

Total Years of Experience: 24 + Years.

Summary of Skills & Experience:

- Over 24 years of experience in Direct Marketing / Sales, Business Development & Techno Commercial function of Industrial Capital Equipment.
- Around 9 years of experience in Export Marketing of Road Construction Machinery, Export Procedure, LC reading, preparing export documents, Internet marketing, web promotion etc.
- Web promotion & Internet marketing on various business portals, search engines, article portals and through SMO.
- Experienced in Managing Operations, Project Sales, Techno-Commercial Marketing & developing new markets for business excellence.
- Having good territory knowledge of Punjab, Rajasthan, U.P., M.P., Orissa, Maharashtra, Chhattishgarh, Karnataka & Metro Cities.
- Well versed with the business functional area & as an interface between the customers & quality, Production departments for smooth & timely execution of Project.

- Technical writing, Content writing, Administrative activities – maintain reports / records.
- Believe in team work & self starter with strong communication, Analytical, Interpersonal & Technical skills.
- Computer Skills: MS office, MS Access, Corel Drawing, Photoshop & Net surfing

WORK EXPERIENCE:

1) Since October 2008 with **S.P. Enterprise – Ahmedabad**

Business: Manufacturers & Exporter of Road & Civil Construction Machinery.

Work Profile:

- ❖ Marketing of Equipments and Spare Parts in Domestic and Overseas Market.
- ❖ Identify and determine a market for the Company's products.
- ❖ Analyze market conditions, customer research and competitors in the field.
- ❖ Establish and manage a marketing budget.
- ❖ Plan and establish strategies on pricing.
- ❖ Customer interaction, Preparing & Submitting Business Proposals, Follow-ups, Advertising, Promotion etc.

2) January 2000 – Sept. 2008 with **Capious Roadtech Pvt. Ltd. - Ahmedabad**

Business: Manufacturers & Exporter of Road Construction Machinery.

November 2005 to September 2008

Designation: Exports Manager

Nature of Duties & Achievements:

- ❖ Export marketing through internet marketing, web promotion, International fairs, Agents etc.
- ❖ Identifying overseas market, potential customers, agents, enquiry generation, offer preparation & submission, follow-up, order execution, interacting with CHA, preparing shipping documents as per L/C, L/C negotiation etc.
- ❖ Handled the promotion of company's product and brand over internet and overseas exhibitions.
- ❖ **Independently developed the international market and successfully gained & executed orders from clients based in Mexico, Venezuela, Iraq, Kenya, Algeria, Sudan, Yemen etc.**

January 2000 to October 2005

Designation: Sales Manager

Nature of Duties & Achievements:

- ❖ Explored, developed & obtain business from North Indian states like Punjab, Rajasthan, M.P., U.P. Chhattishgarh & Orissa.

- ❖ Responsible for all business activities like enquiry generation, preparation of offers, timely follow-up, techno commercial negotiation in the assigned territories.
- ❖ Briefing company's product to the PWD Engineers, other Government authorities & key influencers for business excellence.
- ❖ To assist the clients during breakdown situation, suggest regarding their process design, helping them to generate greater efficiency while minimizing operational cost.
- ❖ Maintain the requisite documents pertaining to ISO system.
- ❖ Developed Marketing Database / Program in MS Access reducing paper work.
- ❖ **Booked highest value single order (approx. 39.00 Lacs) for the company in 2002.**
- ❖ **Successfully installed company's first equipment in the states of Punjab, Chhattishgarh, Orissa & Rajasthan.**
- ❖ **Involved in company's first export order.**

3) January 1999 to October '99 with **Nugen Machineries Ltd. - Ahmedabad**

Business: Manufacturer of Hydraulic Press Brakes, Hydraulic Shearing Machines & other Hydraulic special purpose machines.

Designation: Sr. Sales Engineer

Job Profile:

- ❖ Looking after company's Sales / Marketing in Gujarat region, Co-ordinating with company's marketing associate located in Mumbai.
- ❖ Looking after post order formalities.
- ❖ Responsible for all other Sales / Marketing activities such as after sales service, Timely execution of order, arranging trial for prospective parties etc.

4) January '96 to December '98 with **Siddhi Pharma Machinery Pvt. Ltd. - Ahmedabad**

Business: Member of Riddhi-Excel Group of Companies engaged in manufacturing of Pharmaceutical Machinery for Tablet, Capsule, Liquid, Injection & other sections.

Designation: Senior Sales Engineer

Job Profile:

- ❖ Marketing of Pharmaceutical machineries of all the member companies of the group primarily in the state of Gujarat, Rajasthan & M.P.
- ❖ At times also have to handle enquiries received from other areas / Branch offices & reporting directly to the CMD.
- ❖ Arranging Demonstrations & trial runs for the potential clients, preparing offers, doing timely follow-up, Negotiating & finalizing orders.
- ❖ Co-ordinating with manufacturing and Service/Erection department for timely & successful installation of machines.
- ❖ Retrieval of payments at appropriate stages of execution of order.

5) June '94 to December '95 with **Safex Equipments Pvt. Ltd. - Ahmedabad**

Business: Manufacturers of Material Handling equipments like E.O.T. Cranes, Hoists, Goods Lifts Goliath Cranes etc.

Designation: Sales Engineer

Job Profile:

- ❖ Marketing of Material Handling equipments in organized sector on all India basis.
- ❖ Generating enquiries through consultants like Chemtex, Udhe, H&G, DPGI, ICB etc.
- ❖ Ascertaining requirements of clients and site condition, preparing techno-commercial offers in consultation with M.D. & Design department.
- ❖ Discussing technical & commercial aspects of the offer with the client by timely follow-up & negotiating the deal with the client.
- ❖ Keeping track of the order being executed to ensure its compliance with approved design and agreed terms & conditions.
- ❖ **Fetched order from various companies in private and public sector like Indian Rayon, Reliance India Ltd., Essar, SPIC, Indorama Synthetics and host of other medium and large scale industries throughout India.**

AREA OF EXPOSURE & EXPERTISE

Sales & Marketing

- ✓ Identifying key clients & carrying out Techno-Commercial pre sales support, making technical presentation, holding product demonstration to create awareness of product offered & thus obtaining business from various customers.
- ✓ Provide technical assistance / consultancy to the clients, right from the enquiry stage to the deal finalization & delivery of the order.
- ✓ Mapping Client requirements & co-ordinating with production department for manufacture of products as per client's specification.

Business Development

- ✓ Identify & explore new customers / areas and tap profitable business opportunities.
- ✓ Adapting in developing new markets & products interfacing with regulatory authorities & networking with key influencers for business excellence.

Market & Competition

- ✓ Track market / competitor trends to keep abreast the changing client's requirement / expectation.
- ✓ To proactively respond to changing customer expectation, competitor activities, market development etc.
- ✓ Monitoring & compiling information on competitor's activities so as to devise effective strategies to counter competition.

Customer Relationship Management

- ✓ To ensure Customer satisfaction & increase in Customer satisfaction index through prompt service to customer problem & generate avenues for additional business.
- ✓ Collect & Collate feedback from customers to identify areas of product improvement & to facilitate decision making.

INTERNET MARKETING

- ✓ Promotion of Company and Products on various trade and general business portals, article sites, blog sites etc.
- ✓ Website development, content writing, optimisation and promotion on search engines.

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