**AMIT KUMAR ** Personal E-Mail: marketing.xpansionenterprise@gmail.com Contact:  **+9571058998**

K**ey** S**kills**

**B**usiness Strategy; **P**ricing ; **M**arketing Strategy; **R**elationship Marketing; **B**usiness Development; **S**trategic Planning; **B**usiness Planning; **P**roduct Management; **B**usiness Process Re Engineering; **K**ey Account **R**elationship Management; **M**arket analysis; **C**ompetitive Intelligence; **C**ompetitive Landscape; **Q**ualitative and Quantitative Analysis of Business; **A**pplication Engineering; **P**roduct Positioning; **C**hannel Management; **T**eam Management; **S**ustainable Growth Strategy; **C**ustomer Satisfaction; **P**roduct development ; **C**hange management; **C**apital Equipments; **R**evenue; **T**heory of Constraints (TOC); **C**ustomer Value Proposition(CVP); **G**o To Market Strategy (GTM); **C**ustomer acquisition and Customer retention; **C**entrifugal Pumps ; **V**alves; **T**urbine for CPP and Cogeneration Plants ,**A**nalytic thinking ; **P**roblem solving ability ; **E**ffectiveness working ; **P**unctuality and **S**incerity .

**Present Assignments**

Senior level assignments in various parts of Management & Strategies, Organic/Inorganic Growth –**Responsible for P & L of the Industry sector (**one of the business verticals of KIRLOSKAR BROTHER LTD.)

Working with **M/S XPANSION ENTERPRISE at BARODA, GUJARAT (Revenue** of Industry sector FY18-19 Rs. 80 L., domestic.

**Abridgement**

Goal driven, tenacious marketing management professional demonstrating in diverse industries.

**2 years of experiences**  in managing all phases of Business development cycles of Capital equipments in Domestic Market.

Strong leader & team player, excellent motivational skills to sustain forward growth momentum while motivating peak individual performance from team members.

**Proficiency Forte**

* **Strategic Planning**
* Implementing effective strategies with a view to achieve business objectives & ensuring profitability, ROCE, cash generation of the sector as per target.
* Analyzing demand driver. Developing marketing strategies to build consumer preference and drive volumes.
* Formulating & implementing sales strategies assisted by marketing department & monitoring qualitative/ quantitative performance.
* **Sales & Service Operations**
* Driving sales & service initiatives & achieve desired targets; building consumer preference & driving target
* Devising sales & service budgets, forecasts, plans and implementing cost-saving measures.
* Managing new product promoting activities & after sales service operations of products & monitoring service / Dealer network.
* Conceptualizing strategies & reaching out to the existing, new & niche market segments / customer groups for business / market expansion.
* **Business Development ( National )-Direct ,Channel Management and through KBL Subsidiaries**
* Formulating strategies & reaching out to the existing & niche market segments for business expansion.
* Exploring new business opportunities in various segments along with concerned branches.
* Providing a systematic Dealer network planning, exploiting market opportunities and establishing competitive intensity, achieving long-term growth, market share and ensuring profits.
* Handling business through OEM, contractors, consultants , end user and Dealers

* **Customer Relationship Management**
* Initiating & developing relationships with key decision makers in target organization for development.
* Identifying prospective clients from various sectors such as government and corporate, generating business & thereby achieving business targets.
* Building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms.

**Industries Handled**

* Power (CPP/IPP), Refineries & Petrochemicals, Ferrous & non ferrous Industries, water & waste water, Oil & Gas, Pulp & paper, Coal, Mines and other chemical/process/ Pharma & manufacturing industries.

**Occupational Contour**

**Since MARCH 2020 with M/s Xpansion Enterprise, at Baroda Gujarat**

**M/S is XPANSION** **ENTERPRISE** a authorized dealership of **M/S KIRLOSKAR BROTHER LTD.( KBL** is a Industrial/Non industrial ***PUMP,VALVES,******TURBINE*** manufacturing industry ) at Baroda Gujarat

***Since March 2020 to till date:***  **Marketing /Business Development Executive**

* Reporting to Business Head
* Revenue of Industry Sector (FY18-19) : 80 L. INR
* Target Revenue in FY19-20 : 1.0 Cr. INR
* Additional responsibility for business development of KEPL **(KIRLOSKAR EVARA PUMPS LTD.)** Products ( Boiler Feed Pump and Power Turbines)
* Creating a brand image for KBL for special applications across Nation.
* Creating a pull in the our zone pump end user market for process pumps/special pumps for various segments and sub segments
* Responsible for financials of sector like P&L account, ROCE, ERE, Cash generation etc.
* Matrixing with other businesses as well as Distribution Management to maximize Organization’s sales, profits.
* Managing a small team of 02 sales & 01 service Engineers.
* Provide input/support for developing new products and/or services then implementing with existing and/or new customers while maintaining/growing core business.
* Implement Sales strategies to achieve leadership of direct Sales in the responsible regions at competitive cost; establish plans, measures and milestones for their execution.
* Develop an overall plan of action and set appropriate goals, taking into account both immediate and future needs; re-plan as necessary to fit plans in the context of Company business strategies and priorities.
* Benchmark developments with respect to the relevant product categories with an open mind. Encourage adoption and rapid implementation of best practices.
* Coordinating with customer in our zone for achieving target and to develop market share.
* Making MIS and rolling forecast for Our Zone.
* Delivering technical presentation in Power Plants / Refineries / OEMs / Consultants’ Offices.
* Overseeing the erection and commissioning, after sales service / troubleshooting / failure analysis & generating spares business.
* Involved in registering with all the clients (Public sector undertaking/Govt. organizations /undertakings) & increasing the client base.
* Handling operations in the regions of Baroda, Ankleshwar, and Bharuch.
* Coordinating with Dealers/Agents to achieve & develop business.

**Accomplishments:**

* Revenue contribution: Consistently upward.
* Market share increased exponentially in all segments.
* Key accounts handled :Project enquiries
* Breakthrough orders received
* Business achievement graph on the higher path.
* Managing the overall growth, operations and profitability.
* Ensuring a high standard and timely after sales service including achievement of spares & retrofitting business.

**October’19– Feb’20 with M/s Stone men Craft India Pvt.Ltd. AGARA**

**M/s Stone men Craft India is a manufacturing of Furniture, Decorative Object at National/International market**

***Octo’19 - Feb’19*: Marketing Executive**

* Responsibility maintaining good relationship with customers for best results in market target.
* Cold calling, Lead generation & customer follow up.

**JUNE’2015– SEPT’19 with M/s Kaizen Metal Forming pvt ltd. Khushkhera Rajasthan**

M/S Kaizen metal forming pvt ltd is an ISO 9001:2008 Certified company , manufacturing of robotic welded like Spot/ Mig welding , inner body assembly parts , sheet metal components, welded subassemblies tools and dies and panels for combined Harvesters, welding jigs and fixtures And steel cases & boxes for exports & domestics packaging for the customers **, BESTEX MM INDIA PVT LTD , HONE INDIA PVT LTD, NEEL METAL PRODUCT LTD & LOTUS ENGG. BADVE ENGG. LTD INDIA, HOLAND FIAT INDIA PVT. LTD, MARUTI SUZKI INDIA LTD, HONDA CAR & HONDA LOGISTICS.**

**GROTH PATH (C):**

***Jun’18 - Sept’19*: Quality Sr. Engineer & Assist. Business Developments**

* Responsibilities: **Please see growth path B**
* Interface with components team to prioritized suppliers /parts development needs by component to improve cost competitiveness or supply constraints.
* Research external market information and entrepreneurial companies to identify potential sources and suppliers.
* Drive supplier selection through robust qualification processes.
* Assess new and existing supplier capabilities to meet product, cost, quality, capacity, and fulfillment ensuring suppliers are able to meet requirements for performance, quality, cost and delivery of components and requirements for IMS quality system and other applicable customer and internal system and reputation requirements. Responsibility for **C**ustomer **R**ating to the supplier as per decided customer.
* Responsible for leading the solution for supplier component concerns, driving Advanced Product Quality Planing (**APQP**), Production Part Approval Process (**PPAP**),Statistical Process Control ( **SPC**),Failure Mode Effective Analysis (**FMEA**), customer interaction , supplier interaction , Value Analysis/Value Engineering ( VA/VE) support ,supplier component development and approval and supplier cost improvements.
* Work with Engineering (Design and Manufacturing Engineers) team to define process parameters and criteria to ensure supplier process capability is effective to meet product and process requirements.
* Conduct bench marking studies to determine best practices/designs and future trends.
* Responsible to **I**nternal/**E**xternal **A**udit according to ISO/TS.
* Reporting to business head.
* **Accomplishments:**
* Involve meeting with senior level management and learn about all over operation of the company.
* Take knowledge of Quality and Business system.
* Report and procedure writing with excellent presentation skills, ability to present data effectively
* Ability to work in a divers and dynamic environments, Good communication and interpersonal skills

**GROTH PATH (B)**

***Jun’16 - May’18*: Quality Engineer**

* Responsible for internal audit and documents review, update list of instruments and calibrate as per schedule.
* Responsible for layout inspection new/existing components as per frequency/instruments.
* Responsible for First, Middle, Last (**FML**) Inspection, Line Review, Update Documents as Per Frequency.
* To control process according to quality meeting of the product, Review of Process Report done by quality inspector
* Responsible for Corrective Action and Preventive Action (**CAPA**), 7Quality Control (**7QC**) Tools, 4M Change Management (**4M**),KAIZEN and to handle customer complaints and short out with satisfaction of The customers.
* Actively involved in implementing Why-Why analysis of problem and planning and execution of temporary and permanent counter measures to reduce defect, and responsible for Part per Million Defects (**PPM**).
* Responsible for the process improvement by proper using of Man, Machine, Material, Method.
* To play the role of Coordinator among the seniors and juniors.
* **Accomplishments:**
* Technical knowledge of automobile parts/accessories manufacturing processes.
* To know about the Robotic/ Manually/**MIG**/**SPOT**/**PROJECTION** welding.
* Knowledge of Quality Management System (**QMS**).

**GROTH PATH (A)**

***Jun’15 - May’16*: Line Leader**

* Responsible for Pre Dispatch Inspection (**PDI**), First In First Out (**FIFO**), **5S**.
* Making shift plan for Quality Inspector & Handle Team of Quality Inspector
* Working with team members and gather improvement ideas and resolve factors affecting quality.
* **Accomplishments:**
* Successfully to achievement of Growth Path (B)

**Education**

* **Bsc in (Math, physics, Chemistry) from janta college Bakewar Etawah, UP IN 2011.**
* **BTECH in Mechanical Engineering from Gwalior Engineering College, Gwalior, MP in 2015.**

**IT’S Exposure**

Working knowledge of Windows & MS Office.

**Personal Dossier**

* Permanent Address **:** 203, Sunflower tower Vallabh Residency, Vadsar, Baroda, Gujarat PIN-390010.
* Date of Birth  **:** 8th august, 1990
* Marital Status  **:** Married
* Father’s name **:**  Sri Ram kishor tiwari
* **Total Experience**  **: 5.4 Years**
* **Present CTC : Rs. 2.40L**
* Language : English, Hindi
* Open for relocation  **:** Yes

Date  **:**  21.8.2020

Place **:** Baroda