|  |
| --- |
|  nikhil\_ewa@rediffmail.com,nikhil.mayank321@gmail.com  +91 9199189939 & 9836766039 |
|  **NIKHIL MAYANK*****Highly knowledgeable professional with proven track record of developing winning comprehensive sales & marketing strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships; targeting assignments in Sales & Marketing*** |
| **Strategy Planning & Execution|| New Business Development ||** **P&L Management || Channel Management || Relationship Management** |
| * A Strong Visionary Professional, offering over 22 years of impeccable career with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within turnaround, and rapid-change environments; expanding the revenue base in the market and achieving top-line and bottom-line profitability
* A keen planner with skilled son formulating policies for elevating profitability by running sales operations, increasing sales growth and driving initiatives in order to achieve business goals
* Resourceful in managing business operations and determining company’s mission & strategic direction as conveyed through policies & corporate objectives.
* Wealth of expertise entails in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals.
* Pioneering experience in devising & implementing product management plans after studying current consumer insights & technology trends and effectuating the same for different consumer segments.
* Exhibited excellence in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market penetration to achieve profitability
* Business Manager with experience in managing overall operations, finances & cost/budgets of branch & profit centers along with revenue targets, thereby ensuring required profitability of business operations in the dead area
* Insightful professional with notable success in key account management, customer segmentation, brand positioning, & sales cycle management, customer retention/satisfaction for continued business opportunities
* Fusing entrepreneurial drive & vision to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities
* Thought Leader: Expertise in turning around business, and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation
 |
|

|  |  |  |
| --- | --- | --- |
| Core Competencies | Soft Skills | Education |
|

|  |
| --- |
| Sales & Marketing  |
|  |
| Business Development/ Revenue Maximization |
|  |
| Key Account Management |
|  |
| Cost Optimization/Budgeting |
|  |
| Market / Competitor Analysis |
|  |
| Channel/Distributor Management |
| Business Expansion/Excellence Market Research/ Market PenetrationTeam Building & Leadership |

 | Change AgentMotivational Leader  Strategic Thinker Collaborator  Communicator  Innovator | * **Bachelor of Science in Zoology** Hons. from B.S.B.A.B.U, Muzaffarpur in Year 1998.
 |
| Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\itskills24x24icons.pngIT Skills |
| * Office Word
* Internet Application
* Office Excel
* E.R.P.
 |
| Personal Details |
| **Date of Birth**: 10th February 1977**Languages Known:** English, Hindi, **Address**: Tirupati Paradise Flat- F 202, 245, Dr B. C Ray Road, Rajpur, Kolkata, West Bengal- 700151 |

 |
| Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\careertimeline24x24icons.png Career Timeline |
| **La-Gajjar Machineries Pvt. Ltd. (East Zone)**2006-20102004-2006**Khaitan Electricals Ltd., Bihar & Jharkhand**2001-20042010-20132013- Jan 2020**Lubi Submersibles Ltd. Bihar****Ujala Pumps Pvt. Ltd. Bihar & Jharkhand****Bajaj Electricals Limited, Bihar, Jharkhand& Nepal**  |
|  Present Working

|  |
| --- |
| **Mar’20-Present with JALGANGA PUMPS LLP. Eastern Region including Chhattisgarh Zonal Manager-Marketing- ELECTRICAL MOTOR PUMPS** |

Key Result Areas:* Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
* Developing and maintaining dealer’s network strategy around 87 channel partners.
* Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
* Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
* Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
* Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
* Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
* Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target
* Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
* Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin.
* Archived maximum target 25 Cr in 22-23 year.
 |
|  |
|  |
|  Work Experience |
| May’13- Jan 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarh as Zonal Manager-Marketing-*Electrical Motor Pump*Key Result Areas:* Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
* Developing and maintaining dealer’s network strategy around 182 channel partners.
* Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
* Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
* Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
* Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
* Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
* Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target.
* Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
* Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin.
* Archived maximum target 132 Cr in 19-20 year.

*Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\awardcup24x24icons.png* Notable Accomplishments Across the Career* Augmented revenue by 14% and market share by 9% through the implementation of New Chanel Development and New Product strategies
* Developed strategic and operational sales plans which resulted in 95% increase in overall sales and gross margin.
* Amplified customer base by 34% through maintaining effective relationships, 76% (Created New Chanel and Bonding Scheme for existing Network)
* Identified target markets and established successful plans to develop them, thereby bringing in INR 35 Cr worth additional revenue
* Expanded sales by 12% through innovative selling techniques such as 9cr (Through RRK Scheme to Bond Retail Network)
* Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business accounts.
* Developed a new system for generating sales leads which was implemented across the organization and resulted in a 25% improvement in sales performance– Similar Price List across the LGM
* Led a team of 36 sales executives in a promotional campaign that resulted in increased sales of INR 8 Cr and the company exceeding its annual sales targets by 7% growth over last Year.
* Recipient of Two Award for attaining 89 Cr consecutive years in recognition of exceeding Annual sales targets by an average of 32% over a 12 months period.

 . Trained and developed a team of 3new BM who achieved an average of 95% of their sales targets in their first 2 quarters. |
| Previous Experience |
| May’13- Jan’ 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarhas Zonal Manager-Marketing-*Electrical Motor Pump*Jun’10-May’13 with Bajaj Electricals Limited, Bihar, Jharkhand & Nepal as Assistant Manager-*Electrical Motor Pump* Dec’06-Jun’10 with Ujala Pumps Pvt. Ltd., Bihar, Jharkhand as Branch Manager-*Electrical Motor Pump*Jul’04-Nov’06 with Khaitan Electricals Ltd., Bihar, Jharkhand as Senior Sales Executive-*Electrical Motor Pump*Sep’01-Jun’04 with Lubi Submersibles Ltd., Bihar as Sales Officer-*Electrical Motor Pump* |
|  |