**Ankit Agarwal**

Building No 6 flat no 604, Rangoli Green,Vaishali Nagar Jaipur Rajasthan.  ****

Mob: +91 9619555031, +91 8696946911 E-Mail: [aa\_mmmec@hotmail.com](mailto:aa_mmmec@hotmail.com) & [ankitmicky202@gmail.com](mailto:ankitmicky202@gmail.com) Date of Birth: 1st July 80

|  |
| --- |
| **Career Objective** |

Management position in a growth-oriented organization that offers excellent potential for professional and personal excellence, where my experience, skill, knowledge, positive attitude can best be utilized for Organizational growth.

|  |
| --- |
| **Core Competencies** |

-**Business Development**-Channel Sales development along with identifying new channel for company requirement with them in order to enhance their & company biz growth.

**Business Development**

**Channel Management**

**Team Management**

**Customer Relationship**

**Strategic Planning**

**Profit Centre Operations**

**Key Account Management**

**Sales & Marketing**

**Product Launch & Promotion**

**Rural Marketing**

-**Channel management**-Identifying & networking with financially strong and reliable channel partners, resulting in deeper market penetration & reach. Interacting and assisting channels for enhancing sales growth, market coverage and promoting the brand.

-**Team Management**-Dynamic team builder to drive growth in sales in different market conditions & ensure an environment to promote teamwork.

-**Customer Relationship Management**-Developing & sustaining excellent relationship building thru deep engagement & delivering continuous value by exceeding customer expectations

-**Strategic Planning**- A proactive planner with expertise in strategic planning, marketing plan for growth with profitability.

-**Key Account Management**-Generate repeat business with existing customers involving comprehensive business understanding of clients, proposing newer & innovative solutions leading to new deal finalization.

-**Promotional Activities**-Planning & organizing promotional activities to build consumer connect, brand building activities, driving volumes by launching attractive schemes & building market presence (Market share).

|  |
| --- |
| **Professional Experience** |

**Birla Tyres ltd Jan 16- Till date**

***Designation: State Unit Head (Rajasthan)***

***Achievements***

* **All India Number 2 Position in Sales for 16-17.**
* New initiative Started putting Birla tyres in govt dept thru bidding process for sales enhancement.
* 1st profitable state in India in complete financial year under sales operations.
* State clocks no 1 Position across India for Premium Range selling with contribution of more than 55% in overall sales.

***Responsibilities***

* + - * Channel management – Off take target ach.
      * ***New Dealer/Outlet formation*** for identified potential towns.
      * Forecasting monthly/annual sales targets and executing them in a given time frame.
      * Market segmentation to identify new customer/Users for increasing sale.
      * Trade marketing/ROI/Distributor appointment/modern marketing etc
      * Handling of bulk or corporate deals.
      * Handling a team of 15 ppl along with 12 off role candidates.
      * Focus on ***Direct/Rural marketing*** for sale enhancement.
      * Adherence of company system, policies & Processes in market for development of biz.
      * Competition mapping & proactive actions to Sales enhancement.
      * Increasing market share in all specific categories thru ***Range selling***.
      * Designing of ***Viability model*** for distributor’s profitability.
      * Preparing Monthly, Quarterly & Annual retails plan along with execution of plan.

**Tata Motors Ltd. Feb 12- Jan 16**

***Designation: State Head (Rajasthan)***

***Achievements***

* **All India Number 1 Position in Rural Sales for 12-13 & 13-14 in target ach.**
* Sales ***contribution increases from 10% to 24%*** consistently with increase of market share.
* New initiative ***seeding as tool in rural & city for sales enhancement***.

***Responsibilities***

* + - * Channel management – Offtake & Retail Target ach.
      * ***New Dealer/Outlet formation*** for identified potential towns.
      * Identify the sales training need of TSM/DSE/RSEs their reviews & problem resolution.
      * ***Tie up with (NBFCs)/PSU Banks/Rural Banks/Private financers.***
      * Designing & implementation of Customized/Innovative BTL activations.
      * Forecasting monthly/annual sales targets and executing them in a given time frame.
      * Market segmentation to identify new customer/Community groups for increasing sale.
      * Focus on ***Direct/Rural marketing*** as additional channel for sale enhancement.
      * Team Management, recruitment & working along with them.
      * Implementing sales processes, & system for enhancing the ***customer satisfaction to delight with highest SSI in region.***
      * Competition mapping & proactive actions to Sales enhancement.
      * Designing of ***Viability model*** for dealership/Outlet profitability.

**Bajaj Auto Ltd. Feb10---Feb 12**

***Designation: Area sales Manager***

***Achievements***

* Established the sub dealer (ASC) network in towns Jaipur, Udaipur, Kota &Banswara.This increases sales contribution from 35% to more than 50% of the total retail.
* ***Clocked market share higher than state consistently.***
* ***Awarded for the Good Performance in sales for Thailand trip.***

***Responsibilities***

* + - * ***CHANNEL MANAGEMENT*** to meet targets (Billing & Retail) for both urban and rural network.
      * Dealer development & relationship building.
      * Preparing Monthly, Quarterly & Annual retails plan along with execution of plan.
      * Responsible for BTL Activities along with market forecasting & sales planning.
      * Territory coverage plan to monitor the sales activity carried out by dealer.
      * Implementing sales processes, monitoring & system for enhancing the ***customer satisfaction.***
      * Analyzing latest marketing trends & take proactive action in response to ***competitor actions***.

ICICI Lombard GIC LTD. June 08 – Feb10

***Designation: Branch Manager***

Profile Summary

**Achievements:-**

* Increased the turnover of the branch by 80% in the span of 5 months.
* ***Got 8th rank in all India (From Previous rank 35th) for the Branch management out of more than 500 branches pan India.***

**Responsibilities:-**

* Responsible for effective ***CHANNEL MANAGEMENT (urban & rural)*** and driving performance to meet targets (include total targets along with product specific targets) in order to maintain the overall market share.
* Manage branch as profit center for the assigned location.
* Handling the team of 25 people includes SM, USM, and other administrative & operational staff.
* Sales planning & development,
* Take proactive action in response to ***competitor.***

**TVS Motor Company Ltd. June 2004 – June 08**

***Designation: Sr.* Assistant Manager- Sales & Marketing**

## Profile Summary

*Channel Management & Corporate Sales for 4 years consisting of 2 wheelers across various territories Udaipur, Faridabad (NCR Region), Ambala, Agra&Aligarh respectively.*

Achievements: - at Udaipur, Faridabad & AmbalaTerritories (April 05- April 08)

* ***Got the best performance award on all India bases for sales (05-06).***
* ***Got the performance award on Zonal basis for sales (06-07).***
* Clocked market shares above state average consistently month after month.
* Managed the only territories registering growth In the state.
* ***Established Rural Direct marketing as new channel for sales generation.***

Aug 04 –Mar 05:

Project for Million+ Town - Agra, Aligarh and Firozabad (UP)

Responsibilities:-

* Assigned the responsibility of improving the weak status of TVS in the western UP’s biggest industrial area viz. Agra, Aligarh and Firozabad.
* Recruitment & training of direct marketing & other sales executives.

***Achievements***

* Established the sub dealer network in towns Agra, Aligarh&Firozabad which contributes 40% of the total retail.
* Built a **Direct Marketing Channel** team comprising of 15 DME’s (Direct Marketing Executives) for effective implementation of the project across the city of Agra.
* Got 150units of institutional orders.
* Develop relationship with new channels like **ITC e-choupal**as potential & consistent source for the volume addition.

***Jun04-Aug 04:***

***Management Trainee***

* Underwent structured cross-departmental training program in TVS-M.
* Sales Stint in dealership to understand 2 wheeler sales and customer flow.

|  |
| --- |
| **Internships** |

**Eli Lilly & Co. India Pvt Ltd,** Gurgaon *(May 03-15th July 03)*

**“**Distaclor brand recall analysis for target segment (ENT’s) & do the gap analysis with its competitors”

* A total of 215 doctors spread over 5 towns were met & their responses registered & analyzed.
* Conducted a SWOT analysis of Distaclor and its competitors.
* Designing of the media & promotional planning for the effective communication.

**VIDEOCON International Ltd,** Delhi*(Oct 03-Nov 03)*

“Gap & perception analysis of brand VIDEOCON with AC dealers in Delhi region”

* Done the comparative Gap analysis of brand VIDEOCON with its competitors on the basis of 50 distributor outlets.
* Donefactor analysis as the buying behavior of the customers at the time of purchasing the brand.
* Done analysis of the offers given by the companies to the dealers for primary lifting & done the Gap analysis wrt brand Videocon through Radar graph.

|  |
| --- |
| **Education** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Certificate** | **Board/College** | **Year** | **% Marks** |
| PGDM | IIMM PUNE | 2004 | 69.2% |
| BE (Mechanical) | MMMEC, Gorakhpur (DDUUniversity) | 2002 | 77% |
| XII | UP BOARD, TKIC, Bareilly | 1997 | 74% |
| X | UP BOARD, TKIC, Bareilly | 1995 | 76% |

|  |
| --- |
| **Key Software and Programming tools** |

* C, C++.

|  |  |
| --- | --- |
| **Academic Achievements**  **Extra-Curricular Achievements** | Awarded scholarship in 10th for achieving 4th rank in school  * Bagged first prize in college-level skit tournament * Awarded **Distinction Award for 4 Semesters** continuously in **Engineering.** * Consistent achievement of 70% in whole of the academics * Awarded best innovative idea for Paper presentation over LNC ZEV * Participated in school & college level Debate & Drawing competition. * Member of C’TOAN CLUB(college sports club) & N.S.S team in the college * Served as the member of the placement committee for the 6 months (Dec03-Mar04) & responsible for placement of 43 students in various industries in the final year |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Ankit Agarwal) dated: