

# VIJAY SINGH

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**Seeking managerial assignments in Sales/ Marketing/ Business Development/ with a growth oriented organization of repute**

A competent professional with **more than 24 years** of rich experience in Sales, Marketing, Business Development and

CRM. Currently associated with **Udaipur Beverages Limited (Coca-Cola)** as an **Area Sales Manager** at **Jabalpur since Jan 2023**. An Out-of-the-Box thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enhance profitability for reputed organizations. Resourceful at strategizing techniques for maximum utilization of manpower/machinery. A keen planner with skills in conceptualizing and effecting process initiatives to enhance efficiency and productivity. An excellent communicator coupled with exceptional interpersonal & managerial skills.

## **Core Competencies**

### **Sales/ Marketing**

- Developing & effectuating sales & marketing plans in sync with sector growth, customer growth trends & optimizing product mix.
- Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- Analyzing & reviewing the market response/ requirements and communicating the same to the marketing teams.

### **Business Development**

- Developing relationships with key institutions & target organizations for business development.
- Exploring new areas/ markets for business development.
- Responsible for credit control & timely remittances from the market.

### **Channel Management**

- Identifying and networking with dealers and distributors, resulting in deeper market penetration and reach.
- Evaluating performance & monitoring their sales and marketing activities.
- Ensuring timely collection of payments and orders from the dealers.
- Conducting mechanic meets and surveys at taxi stands, educating the benefit of products.
- Handling chain inspection of the dealers and customers.

### **Brand Management**

- Building brand focus in conjunction with operational requirements.
- Ensuring maximum brand visibility and capturing optimum market shares.
- Designing & managing brand image building and product awareness campaigns

### **Customer Relationship Management**

- Maintaining cordial relations with customers to sustain the profitability of the business & Monitoring the dealings with the corporate clients to retain their support to the business.
- Maximizing customer satisfaction level by on time delivery, monitoring customer complaints and providing efficient after sales services.

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## Employment Profile

**April 2022 to Dec 2022**

**Area Manager with Varun Beverages Ltd.( Pepsi) based at Bilaspur(C.G)** , Handling total 6 district ( Bilaspur, Marwahi ,Mungeli, Bemetara, Kabirdham, Baloda Bazaar) with on roll team size of total 7 Executives ,8 distributors and one hub.

- Responsible for Secondary and tertiary target achievement in assigned area.
- Handling Ganeral Trade & Horeca vertical
- Appointment of new distributor and FAT point & Penetration of products.
- Monitoring sales team performance, analyzing sales data, periodical forecasting & reporting to Head of Sales (Chhattisgarh).

**Nov-2016 to Jan 2022**

**Area Manager with Ralson India Limited based at Jabalpur** managing sales of tyres in the segment of Two wheeler tyres / Three wheeler tyres /ULT tyres / Tractor Front tyres in the assigned area.

- Managing brands of Ralco Tyres in all segments.
- Responsible for after sales service to channel partners .
- Monitoring sales team performance ,analyzing sales data ,periodical forecasting & reporting to zonal head and head office .
- Managing dealer distribution network & also appointment of new networks in the market.
- Reporting regularly on progress of the product performance by taking feedback from dealers/distributors/customers.

**April 2015- Sept 2016**

**Tudor India Limited (Prestolite Battery ) Area manager**

- looking after Mahakaushal Area (Part of MP ) & Chhattisgarh
- Managing sales of Batteries in the segment of two wheeler ,Automotive, Tractors, Commercial Vehicles and Invertor batteries in the assigned territory in the part of MP And entire CG

**April 2014 to March 2015**

**JK Tyre & Industries Ltd Deputy Manager , Raipur .**

- Managing after entire MP and CG market in OFF THE ROAD (OTR) division which consists of earthmoving, grader, loader & dozer applications.
- Managing sales through various cement plants & mining areas in MP and CG state.
- Collection of C forms and participating in Tender activities for order collection.
- Collection of market intelligence data on monthly basis to watch on competition.
- Managing dealer network to boost OTR segment sales and also appointing new dealers.
- Handling claim inspection of Tyres further making joint inspection reports accordance with customer

June 2009- April 2014

**CONTINENTAL INDIA LTD. Area Manager Jabalpur**

- Continental is a leading German tyre manufacturing company having worldwide presence in the replacement and OEM market.
- Managing sales of Truck/Bus Tyres in the assigned territory in the part of M.P.
- Handling Two C&F operations, Jabalpur and Satna.
- Managing sales, depot operations, retail operation and sales promotion activities.
- Appointing new network by expanding dealership at unrepresented areas.
- Responsible for consumer contact programmes by meeting customers and transporters and also arranging customers meets on regular basis to educate end users.

Dec'2006- May'2009

**Exide Industries Limited, Area Manager Aurangabad**

- Spearheaded diverse activities such as sales, distribution management, depot operations, retail operations, sales promotions etc.
- Responsible for business operations of 5 depots including 11 districts of maharashtra state Handling a team of 5 sales and 5 service personnel.

Sep'2003-Nov'2006

**Bridgestone India Pvt. Ltd, Ludhiana as Dy. District Sales Manager**

- Administered dealer operations, sales operations in Punjab region.
- Planned expansion of business in car radial tyres by expanding dealership.
- Increased dealer network and visited OEM's to increase brand loyalty towards customers.
- Appointed new channel network in untapped areas.
- Collection of payments and orders within the norm of company's policies.

Jul'1999-Sep'2003

**TVS Srichakra Ltd. Sales Executive New Delhi**

- Governed sales and dealer operations in Delhi.
- Managed two- Wheeler & three wheeler tyre dealers and escalated sales by 20%.

**Education**

MBA in Marketing	Institute of Management Studies Roorkee	1999
B.A.	Pt. Ravi Shankar Shukla University, Raipur	1996

**IT Credentials**

Diploma in Computer Application	Hiltron Calc, Lucknow	1998
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**Personal Details**

Address : Block no 93, Kajarwara road, Maa narmada city homes, Bilhari, Jabalpur M.P.  
Date of Birth : 25<sup>th</sup> June 1973  
Languages : Hindi, English, Punjabi