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PROFESSIONAL EXPERIENCE (7 Years & 2 Months)

**Assistant Manger - Hero Exports, Ludhiana India** (**June 2012- August 2019)**

**Deputy Manger - Hero Exports, Ludhiana India** (**September 2019- At Present)**

* Role is of International Marketing for the Exports of Bicycles and Bicycles Parts to Latin and Central American Countries.
* Business Tour to Brazil, Chile, Peru, Colombia, Mexico & Panama to explore market and to meet our existing and new customers in order to generate more business for the Company.
* Travelling to China to explore more suppliers and to meet customers in China Cycle Show Exhibition held at Shanghai.
* Giving key inputs to Research and Development team for new product development as per international standard requirements.
* Identifying prospective clients, generating business from the existing client, communication on routine basis, offering quotations, pricing, and keeping them updated on there running orders in coordination with logistics, documentation and production department, thereby achieving the business targets.
* To analyze the trends, growth and opportunities prevailing in the market in accordance to target the customers.
* Book orders from Client and handling all the customer grievances and solving them within the given time frame.
* To generate leads through e-marketing tools and techniques. Well versed with use of social media like LinkedIn to generate business from potential customers.
* To increase the sales by generating the leads and converting them into prospective buyers.
* To outsource the products from third country to cater the requirements of worldwide customers. Have also managed the outsourcing team for efficient workflow to maintain the momentum of business.
* Preparing market reports to be presented at the meeting to top management.
* To retain & to ensure maximum satisfaction of service level to the existing customers.
* **Recently added two new customers of two new countries by means of e-marketing in HERO EXPORTS.**

BUSINESS GENERATED IN HERO EXPORTS

Generated New Exports markets for Hero Exports in Mexico, Brazil, Chile, Peru, Honduras & Panama with addition of 12 new buyers with long term business prospective and total turnover from new regions in achieved so far of **Value in INR 5.35 Cr.**

TRAININGS & INTERNSHIPS

**Trident Group (May, 2011 – June, 2011)**

Worked in the sales and marketing department and gained experience in Brochure Designing and Networking with vendors. Undertook a project on “Export Potential for Trident’s Value Added Yarn and its Competitor Analysis with Vardhman and Nahar Group”. The project entailed:

* Study of value added yarn exports done by Trident for the year 2010-11.
* Competitor analysis with exports of Vardhman and Nahar group for the year 2010-11.
* Export potential recommendations to Trident on the basis of above analysis.

**IOL Chemicals and Pharmaceuticals Limited** **(May, 2009 – June, 2009)**

Worked in the accounts department and gained experience in accounting and various tools.

EDUCATION

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| --- | --- | --- | --- |
| 2010-12 | Master of Business Administration | PCTE, Baddowal, Ludhiana | 70% |
| 2007-10 | Bachelor Of Computer Applications | PCTE, Baddowal, Ludhiana | 72% |
| 2005-06 | Class XII | Sacred Heart Sr. Secondary School, Ludhiana | 68% |
| 2003-04 | Class X | Tagore Public School, Ludhiana | 70% |

TECHNICAL SKILLS

Operating Systems : MS-DOS, Windows
Programming Language : C, C++ and VB 6.0

Database : MS Access

Software : MS Office, Web Designing

 PROJECTS UNDERTAKEN

**BCA Project - Computerization of Examination system**

Developed an Examination System tool using VB 6.0 as front end and MS Access as back end. The project covered various aspects involved in the examination system of a college and automated the examination process.

**MBA Project - Study on Export Competition of Garment Industry with respect to Ludhiana city**

The study involved evaluating the export competition of Ludhiana garment sector. Recent performance of the sector was evaluated and classified based on regions and business units. The analysis detailed factors affecting the competitiveness of the Ludhiana garment industry and identified strategic issues preventing sustained competitive growth.

EXTRA-CURRICULAR ACTIVITIES & INTERESTS

* Won prizes in various declamations and group discussions at College level.
* Member of hockey team in school and played at District level.

PERSONAL PROFILE

**Date of Birth :** 03/03/1988

**Sex :** Male

**Marital Status :** Married

**Languages Known :** English, Hindi, Punjabi & Basic Spanish Language

**Hobbies :** Reading, Travelling, Music

**Strengths** **:** Team Player, Planning and Organizational skills

**Family Profile :** Belong to a Respectable Service Class family. My both parents got retired from Bank; elder sister is married and well settled in USA and my wife working as an HR Manager in Trident Group at Ludhiana.