

# Punit Kumar

**Seeking Regional Manager Sales & above Profile**

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## Summary

I am an experienced "Sales Manager" with a demonstrated history of working in the **Battery Industries / EV-Automotive / Ancillary, OTC Health Care & Direct Marketing.**

I am skilled in Product Presentation, Customer Base, Record of Success, Inside Sales, and Target Marketing.

I am a "Master Business Administrator" by academic

"Business Development professional" by choice. With

I carry industry experience of 23 years area of inside sales.

Willing to relocate: Anywhere

## Personal Details

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**Date of Birth:** 1977-05-25

**Eligible to work in:** India

**Highest Career Level:** 9+ years experience in Exide Industries Ltd.

**Industry:** Automotive/ Batteries

**Total years of experience:** 23

## Work Experience

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### Manager Sales

Jay Ace Technologies Ltd - Lucknow, Uttar Pradesh July 2023 to Present

- Collection of old payment of company.
- Retain old dealers for more revenue.
- Appoint 3 new distributors in first month.
- Increase secondary sales of existing distributor generate sale from Rs.7, 50, 000 to 150, 00,000 from July '23 to Aug'23.

### Regional Manager Sales

Ward Wizard Mobility & Innovation Ltd - Darbhanga, Bihar July 2021 to June 2023

1. Keep myself updated on the competitors' activities through personal visits.
2. Make joint visits to EV Automotive Dealers / opinion leaders to build up effective relationships and assess the effectiveness of promotional strategy / promotional campaigns. Make suitable recommendations to HO as deemed fit.
3. Coordinate with Local Based ASM, s / Dealers in updating information and data on EV products for its dissemination to the field force.
4. Review and assess the effectiveness of sales campaigns and programs; take corrective action and recommend improvement in sales planning, sales methods, market coverage and sales administration.
5. Build relationships with and manage key opinion leaders & key customers.
6. Supervise product promotion campaigns for new & existing products for the region.
7. Provide inputs to the marketing team to assist marketing strategy articulation
8. Coordinate with the HO and internal distribution teams to ensure product availability in the region
9. Demonstrate leadership behaviors
10. Handle grievances and disciplinary issues in the region in consultation with HO departments.
11. Provide guidance on company procedures, policies and guidelines
12. Ensure achievement of Sales budgets for the assigned geographical region
13. Use IT tools and integrated software for Business and MIS.

## **Carrier Break**

Started own business of Tyres & Batteries

July 2017 to June 2021

Close Business after covid-19

## **Sr. Business Development Executive (Automotive)**

Exide Industries Ltd – Lucknow/ Shahjahanpur Spoke, Uttar Pradesh

Aug 2014 to June 2017

- Request to HR for transfer from Industrial Division to Automotive.
- Record of ever highest Sales from Shahjahanpur Spoke 2015-2016.

## **Area Sales Manager, (Industrial Div.)**

Exide Industries Ltd - Lucknow, Uttar Pradesh

November 2012 to July 2014

1. Retain inactive automotive dealers / appoint 47 new dealers achieve 118% growth 2012-13.
2. Highly organized Strong leadership qualities.
3. Excellent communication skills Alternate retail channels e.g Two Wheeler showroom/service centre for enhancing volumes with sales executive.
4. Channel & Distribution Management.
5. Strong Organized Team Management.
6. Revenue & Profit Growth.

## **Rural Business Coordinator (Project Kissan)**

Exide Industries Ltd – Lucknow, U.P.

April 2009 to October 2012

- Strong team management of 14 MSR for Central UP
- Close Monitoring for NDR Activity
- Record of ever highest Sales of Central U.P Lucknow Spoke 2011-2012.

## **Regional - Rural Business Coordinator (Project Kissan)**

Exide Industries Ltd - Patna, Bihar & W-Bengal.

October 2008 to March 2009

- Increase New Dealer appointment in Rural Market of Bihar & West Bengal. .
- Product Claim monitor closely for more revenue generation. .
- Closely watch team tour plan.
- Visited with team member of that rural area whose poor performance.
- Maximize sales and profitability in the region.
- Set sales targets for individual locations.

## **Territory Sales Manager**

Reliance Telecom - Bhopal, Madhya Pradesh April 2007 to September 2008

- Responsible for Budget.
- Proper /Ensure the merchandising/stock e.g. SIM cards, Mobile phone stock of Web Word Store.
- Monitored / Ensure proper canopy on a daily basis.

## **Senior Executive**

Novartis India Ltd - Agra, Uttar Pradesh July 2003 to March 2007

- Appointment of Distributor.
- Visit Daily Market as per beat plan.
- Retailers Shop window haring for product display.
- Color Competition at kid's school for awareness of Calcium Sandoz.

**Group Leader**

Eureka Forbes Ltd - Lucknow, Uttar Pradesh July 2000 to June 2003

- Team Handling of Sales Executive.
- Daily Knowing and take appointment for Product demonstration.
- Training of new joins

**Education**

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**MBA in Marketing**

University of Lucknow - Lucknow, Uttar Pradesh July 1998 to June 2000

**B.Sc. in Microbiology**

University of Lucknow - Lucknow, Uttar Pradesh July 1995 to June 1998

**Skills / IT Skills**

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- Administrative experience \* Communication skills \* Channel & Distribution Management
- Customer service \* Organizational skills \* Team Management \* Team Management
- Microsoft Office \* Development Business

- Languages English & Hindi - Fluent
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