

ROHIT VERMA

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Overview

- Marketing professional with over 15 years sales and marketing experience. 11 years in Export Sales & Marketing (Stationary & Hardware Industry) and 4.5 years of experience in Domestic Sales (Auto Tyre Industry).
- Expertise in Export marketing of Kangaro products to OEM clients & Brand clients in Overseas. Have developed around 15+ key accounts.
- Average annual business handled: 3.50 million USD. Proven track record in new business development and business enhancement with existing clientage.
- Setting and implementing targets, sales strategy planning and Sales promotional strategy, budgeting for new and existing markets. Active sales review from time to time and redefining strategy.
- Sound knowledge of most manufacturing processes.
- Representing the organization in International Trade Fairs. Travelling to assigned territories to meet existing customers and fresh prospects in order to enhance existing sales or initiate fresh business.
- Fair understanding of company finance.

Proficiencies

Market Research, Competitor assessment, Sales estimation and forecasting, Sales planning and strategy, Budgeting, New business development, Costing and estimation, Product development and approval.

Clients

Overseas: Looking after CIS Region alongwith Hungry, Austria for Stationery as well as Hardware/ Tools product range. For Photo copier staples: Handling the product individually throughout the world which includes customers from US (one) & South Asian countries (China, Taiwan, Singapore, and Thailand).

Professional Experience

Kangaro Industries Limited. October, 2009 to till date

India's No. 1 brand of stationery products like Staplers, Paper Punches, Staples, Staple Gun Tackers and Scissors with sales and distribution network in over 120 countries around the globe and annual turnover of INR 500 Crores

Manager - Exports

Managing the CIS region with USD 2.50 million/annum turnover.

For Photo copier staples with USD 1.00 million/annum turnover

Earlier with the company besides above areas was also looking after Middle East & African markets for their Hardware products only i.e. Staple Gun Tackers, Industrial Staples.

KRAs

- Sales growth in existing markets.
- Initiating fresh business in unexplored markets.
- Monitoring distributor performance and improve product mix to increase profits.
- Analyzing competition strategy and devising and implementing strategies to penetrate new markets and enhance market share in the running markets.
- Improving profitability and sales by improving product mix and exploring the potential for introduction of new products.
- Participation in fairs and exhibitions with channel partners to promote Company's brand.

Achievements at Kangaro Industries Ltd.

- Achieving additional 10% sale from target markets by studying existing network and implementing growth strategies.
- Initiated 4 new customer accounts in CIS countries in year 2019. Total business in CIS is now USD 2.50 million.
- Started/Developed Big Retail chains i.e. Leroy Merlin, Birgma, Castorama, Samson.
- Also developing new distributors for company's new product range i.e. **Kitchen Knives**. In final stage with one of the biggest customer in Ukraine.

One of the leading manufacturer of Cycle and, Automobile Tyres & Tubes Ludhiana. with turnover of around 500 crores.

Executive- Sales (Domestic Market)

Reporting to GM (HOD)-Sales & Marketing

KRAs

- Managing company's Auto Tyre division for OEM segment.
- Also looking after 'Pirelli' tyres (premium segment) for which company was sole distributor for India operations.
- Business enhancement through new accounts.
- Contributed in designing After Sales Service Management System, for proper, effective and efficient after sales delivery.

Clients Handled

Hero Cycles (Ludhiana), Avon Cycles (Ludhiana)

Developed OEM's for e-bike tyres throughout India. Some of the major clients started were: Ajanta Manufacturing Ltd (Gujarat), Lohia Auto Industries Ltd (Delhi), Electrotherm (Gujarat), Kabirdass (Delhi), Global Auto (Kolkata), VIBGYOR (Kolkata)

Qualification

- MBA (Marketing) - Punjabi University Campus, Patiala, Punjab. (2003-05). Regular Mode
- M.Sc. (Computer Science) - MD University, Rohtak. (2001-2003). Distance Mode
- B.Sc – University of Jammu, J&K. (1997-2000). Regular Mode

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