

VIJAY SINGH

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Location: Jabalpur, Madhya Pradesh, India

PROFESSIONAL SUMMARY

Results-driven sales and marketing professional with over **25 years of experience** in Sales, Marketing, Business Development, and Customer Relationship Management (CRM). Proven expertise in driving revenue growth, expanding market share, and building strong dealer and distributor networks. Currently associated with **Speedways Rubber Company** as a key leader managing the entire Madhya Pradesh region for a leading manufacturer of farm radial, industrial, OTR, and automotive tyres. Adept at strategic planning, team leadership, and process optimization to enhance organizational profitability and efficiency.

CORE COMPETENCIES

- **Sales & Marketing Strategy:** Developing and executing sales plans aligned with market trends, optimizing product mix, and identifying new revenue streams.
- **Business Development:** Building relationships with key institutions, exploring new markets, and driving market penetration.
- **Channel & Distribution Management:** Networking with dealers and distributors, monitoring sales activities, and ensuring timely payment collections.
- **Brand Management:** Enhancing brand visibility, managing product awareness campaigns, and ensuring market competitiveness.
- **Customer Relationship Management (CRM):** Maintaining strong customer relationships, ensuring customer satisfaction, and delivering efficient after-sales services.
- **Team Leadership:** Leading high-performing teams to achieve sales targets and operational excellence.

PROFESSIONAL EXPERIENCE

Speedways Rubber Company

Role: Regional Manager (Jabalpur, Madhya Pradesh) | **April 2024 – Present**

- Oversee the entire Madhya Pradesh region for a leading manufacturer of farm radial, industrial, OTR, truck, light, two/three-wheeler tyres, ATV tyres, tubes, and flaps.
- Manage dealer distribution networks, ensuring optimal market coverage and penetration.
- Drive sales growth and service excellence across the region.

Varun Beverages Ltd. (Pepsi)

Role: Area Manager (Bilaspur, Chattisgarh) | **April 2022 – March 2024**

- Managed sales operations across 6 districts in Chhattisgarh, leading a team of 7 executives and 8 distributors.
- Achieved consistent sales growth through effective market strategies and team performance optimization.

Ralson India Ltd.

Role: Area Manager (Jabalpur, Madhya Pradesh) **November 2016 – January 2022**

- Spearheaded tyre sales across multiple segments, including agriculture, industrial, and automotive.
- Built and maintained strong relationships with dealers and distributors, ensuring market expansion and revenue growth.

JK Tyre & Industries Ltd.

Role: Deputy Manager (OFF-THE-ROAD Division) (Raipur, Chattisgarh) **April 2014 – September 2016**

- Managed sales operations for the OFF-THE-ROAD tyre division in Raipur, achieving significant market share growth.

Continental India Ltd.

Role: Area Manager (Truck/Bus Tyre Sales) (Jabalpur, Madhya Pradesh) **June 2009 – April 2014**

- Led sales operations for truck and bus tyres in Jabalpur, driving revenue growth and market penetration.

Exide Industries Ltd.

Role: Area Manager (Aurangabad, Maharashtra) **December 2006 – May 2009**

- Oversaw sales operations in Aurangabad, ensuring consistent achievement of sales targets.

Bridgestone India Pvt. Ltd.

Role: Deputy District Sales Manager (Ludhiana, Punjab) **September 2003 – November 2006**

- Managed dealer operations in Ludhiana, ensuring effective distribution and sales performance.

TVS Srichakra Ltd.

Role: Sales Executive (Delhi) **July 1999 – September 2003**

- Managed sales and dealer operations in New Delhi, contributing to market expansion and revenue growth.

EDUCATION

- **MBA in Marketing** | Institute of Management Studies, Roorkee | 1999
- **Bachelor's Degree** | Pt. Ravi Shankar Shukla University, Raipur | 1996
- **Diploma in Computer Applications** | Hiltron Calc, Lucknow | 1998
- **Schooling** | Sainik School, Rewa

PERSONAL DETAILS

- **Date of Birth:** 25th June 1973
- **Languages Known:** Hindi, English, Punjabi
- **Address:** Block No. 93, Kajarwara Road, Maa Narmada City Homes, Bilhari, Jabalpur, M.P.
- **Family Background:**
 - Father: Retired Officer, Commercial Tax Department, Govt. of M.P. & Chhattisgarh
 - Mother: Retired Principal, Department of School Education, Govt. of M.P.
 - Brother: Working with Aditya Birla Group

KEY ACHIEVEMENTS

- Successfully expanded dealer networks and increased market share in multiple regions across India.
- Consistently achieved and exceeded sales targets in various roles, contributing to organizational growth.
- Played a pivotal role in launching and promoting new products, ensuring high market visibility and customer acceptance.
