

OBJECTIVE:

*To achieve a high degree of professional expertise and capability by drawing the best out of myself and channelise it towards excellence in order to successfully contribute to organization I associate with.
On personal front, I would like to contribute to society and take steps to see India as developed nation.*

SUMMARY OF RESUME

28 YEAR EXPERIENCES IN SALES & MARKETING

LUX INDUSTRIES LTD

J.M. Hosiery Division

(3400 Cr) Turnover

Designation : General Manager (Sales & Marketing, Brand ,Product , Operation)
Brand Name : Lux, Genx, , Insstady, Croz Her, Mens's Inner wear, Ladies, Active Inner & Sports wear
Products : Athleisure -T-Shirts ,Sniglets, Shorts ,Track Pant, Track Suit
Men's Innerwear Active & Sports Wear, Shirts, Apparel / Garment / accessories
Ladies Fashion Leg Wear ,Palazzo, Lingerie , Innerwear , Active & Sports Wear
Reporting : CMD
Team of : RSM- ASM- SO- TSI – Store Incharge
Durations : from Jan – 2022 to till Date
Area Handle : Pan India - MTO - LFS- Trader & Whole Saller
Network Ready : New Already Finalist pan India 158 Good Distributor on advance based & Security Deposit
More then 3 Lakhs Every Distributor - Not Old Distributor running - all are New Distributor
and all Good Sales Staff appointment by me i single Day, Daily Increase Distributor

LOYAL TEXTILE MILLS INDIA LTD

Last 12 Year Best Export on India (3200 Cr) Turnover

Designation : General Manager (Sales & Marketing, Brand ,Product , Operation)
Brand Name : Dignnitas Mens's Inner wear & Shiras Fashion, Active Inner & Sports wear
Products : Athleisure -T-Shirts ,Sniglets, Shorts ,Track Pant, Track Suit
Men's Innerwear Active & Sports Wear, Shirts, Apparel / Garment / accessories
Ladies Fashion Leg Wear ,Palazzo, Lingerie , Innerwear , Active & Sports Wear
Reporting : CMD
Team of : GM-RSM- ASM- SO- TSI – Store Incharge – Factory – Logistics –Account
Durations : from Oct– 2014 to Jan – 2022
Division Handle : Main Division 1 Handle : Garment Exports (B2B) & Domestic Retails
Division 2 - Factory Product / Fabric / Yarn
Division 3 - PORR & SONS 16 Luxury Watch Stores in South india
Division 4 - Thiagarajar School & College, Madurai
Country Handle : Loyal has satisfied, repeat customers across the globe. USA , South America, Dubai, Australia,
Thailand, Oman, Bangladesh, Canada ,Central America, Egypt, EU, Netherlands, France,Greece,
Iceland, Indonesia, Malaysia, Mauritius ,Mexico,Nepal , New Zealand ,Poland,Russia ,Saudi
Arabia ,South America, Sri-lanka, Sweden, Switzerland,Tanzania ,Turkey, Uganda, Zimbabwe

PROVOGUE INDIA LTD

Designation : Brand Head (Sales & Marketing, Brand, Operation)
Products : Athleisure -T-Shirts ,Sniglets, Shorts ,Track Pant, Track Suit, Men's Innerwear Active
Sports ,Shirts, jeans, Wear Apparel, Garment, Shoes Bags Accessories Ladies
Cosmetics - Perfume , Deodorants, Hand Wash , Perfume ,
Department : Sales / Branding / Marketing / E-Commerce - Online Sales
Reporting : CMD (Marketing – India Operation)
Team of : RSM- ASM- SO- TSI- Beauty Advisor – Store Incharge , Factory ,Logistics
Durations : Since from Aug– 2009 to June 2014

NEVA GARMENTS INDIA LTD

Designation : Sales Head (Lingerie's Division) Feb 2005 to July 2009
Products : Men's Innerwear , Thermal , Lingerie, Night wear , Athleisure -T-Shirts ,
Products : Men's Innerwear Thermal , Lingerie, Night wear Active & Sports Wear
 Shirts, Apparel / T-Shirts, Bermuda, Capri, Garment / accessories
 Ladies Fashion Leg Wear ,Palazzo, Lingerie , Innerwear , Active & Sports Wear
Reporting : Director (Sales & Marketing) **Team of:** RSM- ASM- SO- TSI- Beauty Advisor
Durations : Feb – 2006 to July –2009

GOPAL GROUP OF COMPANIES LTD

Designation : Sales Office July 1995 to Jan 1998
Designation : Area Sales Manager –Westindia Feb 1998 to Nov 2002
Designation : Regional Sales Manager –West- North Dec 2002 to Jan 2005
Products : FMCG – Agarbatti, Mouth Freshener ,Coil , Snack Foods
Reporting : General Manager (Marketing)

GOOD KNOWLEDGE OF RETAIL MARKETING - Branding - MTO - LFS - Online - Export

- A Good & Strong knowledge /Responsible for New Product Launching**
 * Closely & personal work with New Product Development Team
 * Interact with Research & Development, Quality & Packaging Team for new product development
 * Budgeting (sales target upto 5 years – plans of Stock requirement next 6 to 9 months)
 * Support after launch, Good marketing, Promotional, Margin Details & MRP
- B Good & Strong knowledge /Responsible of Above The Line (ATL) marketing strategy**
 * TV Adds* Radio Adds * Print Adds * Hoardings
- C Good & Strong knowledge /Responsible of Below The Line (BTL) marketing strategy**
 * Promotional Activities * Exhibitions * Window Display
 * Modern Trade Organization (MTO) Branding * Combo offers
 * Dealing with Creative agencies, Media agencies, Packaging agencies
- D Good & Strong knowledge /Responsible of Handle Sales Staff (Pan india)**
 * RSM - ASM - SO - SR- ISR

MAJOR RESPONSIBILITIES**(BRANDING & MARKETING)**

- * Independently handle: Branding ,Sales, marketing,planning, forecasting, target achievement, sales staff incentive schemes, collections,inventory,key accounts, promotions, market feedback, competitor analysis, advertising, Budgets, Pricing Strategy
- * Strategic Marketing (Long term brand strategy)New Product Development / Formulation
- * manage and coordinate all marketing, advertising and promotional staff and activities, Marketing Communication, Sales & distribution , New Product , Sales Launch
- * Media planning (Object setting Brand understanding of Cost parameter)
- * I was responsible for Branding and all Brand Promotion activities.
- * Branding of all EBO's and MBO's Seasonal Theme based branding change, New Openings.
- * Managing all Outdoor Media activity in PAN India like Mall Branding, Bus & Cab branding, Rail, Metro
- * Planning, Production and distribution of All Point of Purchase & Point of Sale Materials. Placement of POP, Banners & Signage's for high visibility & timely scheme communication.
- * Coordination with the Visual Merchandisers for the Signages & display boards, front Window themes, Props and ensuring it is put on before the start of the event/scheme/promotion/New Openings.
- * Co-ordination with in house designing team for creative development, inshop branding creative's, outdoor media creative's and online photoshoot upload.
- * Trend Analysis- Tie ups for Store Promotions.
- * Social media monitoring (Brand Facebook pages, twitter page, YouTube channel, Pinterest page, instagram page and google+ page).
- * Responsible for E-portal Management and Hosting Via third party. Planning for website layout, seasonal themes, schemes & offers, corporate sites PR updates & store locators.
- * Promote projects by effective execution of various events like exhibitions etc

MY STRONG ABILITY**SALES & DISTRIBUTION (RETAIL)**

- * Sales & Distribution Network (Franchisee , Retail & Key Accounts / Modern Trade – Pan India)
- * Institutional & Corporate Sales (Pan India)
- * Handling the Franchisee Operations Active, Renewal and Retention activities & outlets Increasing
- * Responsible sale of Fabric and Garment in Online and Export and Domestic Market

MAJOR RESPONSIBILITIES –**PRODUCTION & NEW PRODUCT DEVELOPMENT**

- * Monitor of production phases wise plans
- * Prepare Design collection according to buyer and seasons.
- * Source new collection from local market and make new development
- * Planning of the entire Production as per the different specs of the Garments and machines available
- * Weekly / Daily meetings with the HODs for any possible delays analyzed
- * Responsible for Productivity Improvement, Machine Planning & Manpower Planning
- * Follow-up on the ongoing orders with various departments for proper shipments to the Buyers.
- * Check material and labour reports for styles handled during the season for understanding of errors /wastages/ complete control over the quality of the pieces.
- * Negotiation and client satisfaction while closing all approvals from Customer. (Lab dip/ Size/ Design/ Quality etc.)

FRANCHISE - (OPENING & DEVELOPMENT) - SALES & DISTRIBUTION (LFS / LFO / LFOS)

- Opening & developing franchises outlets across PAN India.(Already Done
- Good Knowledge franchisees receive the corporations message regarding business strategy, promotions and products.
- Monitor and feedback information about competitor activity related to franchisee within region
- Protect Brand integrity via implementation and measurement of SOP
- Good Knowledge Assist franchisees in selecting and formulating locality marketing strategies in order to increase brand awareness and grow their business
- Good Knowledge Assist & Handle the Issues, Processes and SOP's for franchisee. Issues (like:- Code Creation, Accounting, Ledger, Marketing, Lab Report, Inventory & Other mode issues) at HO
- To provide the data and analysis to increase the business at Franchisee with sales team
- Implementation of New projects/facility at franchise level and also to create communication mode directly with franchisees owner.
- Handling store operations & Identifying interested parties, meeting them and convincing them to take franchises.
- Good Knowledge Assist Devising ways to increase profitability of franchise
- Set up the franchising model & Generation & Closing Leads for Franchise Sale.
- Meet potential dealer by growing, maintaining, and leveraging your network.
- Plan approaches and pitches 68 % Converted to franchisees
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- Sales forecast & development of Business by opening new Franchise on PAN India.
- Meeting targets with respect to New centers sign up enrollment targets for the centres.
- Training the Franchises sales & marketing team Monthly based on business know-how /Manpower planning of franchisee
- Generating leads through various activities. (Trade Fair / Activity in Malls & Festival)
- Excellent verbal, written and interpersonal skills.
- Good Knowledge Assist acquiring new franchisee as per the market expansion plan
- Support and guide franchisee on on-boarding process and compliance.
- Responsible for development and management of franchisee centers.
- Category and totality, keep day to day tracking of the team, guide and mentor the team.
- Conduct market visits and meetings frequently to understand the situation.
- Claims and expenses to be monitored of the CFA / Sales team.
- Developing new franchise by planning and organizing, Meeting with exclusive investors/seminars and bringing strong insight into the task of creating new franchisee
- Responsible for legal and draft documentation of various Franchise Agreements
- Candidate Should be comfortable for traveling for PAN INDIA

MAJOR RESPONSIBILITIES

SALES & DISTRIBUTION (RETAIL & KEY ACCOUNTS – MTO - LFS)

- * Responsible for Appointment of Super Stockiest / Distributor / Retailer / Online Traders
- * Responsible & Developments of Moderns new Product Development (Pre and Post)
- * Responsibility for overall sales implementation, coordinates regional programs, marketing efforts, sales planning & forecasting, brand / category launches , store operations and productivity, develops business partnerships .
- * Responsibility & communication strategy by working with business, advertising agency and the media buying agencies and ensure cost effective communication whenever required.Sales trend analysis, market segmentation, new product (idea generation) competition mapping, trade / customer feedback.

MAJOR RESPONSIBILITIES – ONLINE - E-COMMERCE

- * Manage the annual marketing budget (customer acquisition and e-commerce) with regular review and reporting on ROI of each activity
- * Deciding the product and Pricing Mix , Schemes and strategy
- * Managing the listing, catalogue execute planning calendar etc on a day to day basis
- * Regularly review competitive websites in terms of product range, marketing initiatives, and functionality and customer offerings (delivery costs/lead-times, packaging etc).
- * Responsible for overall website performance and online trading. Work closely with the IT team systems

SUMMARY OF SKILLS & EXPERIENSES

- Directly report to CMD / MD Only Leading a team of RSM, ASM- Officers,
- Responsible for Supply Chain Management and Warehousing for all 32 C&FA s
- Handling more than 2000 SKUs including both stocking and non stocking items and supply chain
- Compliance with statutory provisions relating to administration, employees of C&F Agents
- Responsible for Primary & secondary transport operation in west & North India

STRATEGY PLANNING

- ➔ Conceptualizing result-oriented marketing strategies for steering accomplishment of top-line profitability, in line with company's macro plans.
- ➔ Appraising the prevalent market scenario in terms of competitive movements, buyers' tastes and accordingly implementing strategies for generation of maximum benefit.

CHANNEL DEVELOPMENT

- ➔ Establishing strategic alliances / tie-ups with financially strong and reliable distributors and dealers, resulting in deeper market penetration and reach.
- ➔ Monitoring channel sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue targets.Developing, appointing and expanding the channel through the network of distributors & dealers to enhance product reach and achieve business targets.Monitoring of payments and out standing as per credit policy of company against customer and its effectiveness.

ABILITIES & KNOWLEDGE

- * Ability to implement plans effectively & Understanding of the FMCG retail industry in India.
- * Leadership abilities, good analytical and interpersonal skills.
- * Superior communication skills, aggressive and high on initiative Result-oriented, ability to deliver under pressure

TEAM MANAGEMENT

- ➔ Supervising & monitoring the performance level of the service staff for ensuring superior customer service and mentoring staff members for the accomplishment of service.
- ➔ Conducting meetings for setting up daily targets/activity chart and designing or streamlining processes to ensure smooth functioning of operations.

WEAKNESS

Straightforward and out spoken..

STRENGTH

Single minded, dedicated & desired to achieve business / management objectives with and ability to work hard.

TRAINING:

- ✓ Innovative Business Partnering with Customer Development conducted by LG-Care Academy
- ✓ Time Management , Competencies , Leadership and Problem Solving Skills

ACHIEVEMENTS

- Appoint 7 Super Stockist, 48 Distributors. (In one Months)
- 4 Times Best ASM Award for Highest Selling 2 Times Best RSM Award for Highest Selling
- 2 Times Best RSM Award for Highest Selling One Excellent Award for Brand Development
- Was Awarded Cash Rs 10000 for Achieving Target (200%)
- Reducing the Company Overheads by more than 20% as compare to previous year.
- In Delhi Trade Center (Exhibition In charge) Sales Rs10.50 Lakhs in One Export order through me

QUALIFICATION:

H.S.S.C (Commerce) in 1992
M.Com, (Commerce) in 1998

B.Com, (Commerce) in 1995
MBA (Marketing) in 2003

COMPUTER PROFICIENCY:

Involved in System & Process Review Projects at LG – Care and Systems Implementation. Proficient in MS office applications Accounting packages. Dbase, Lotus, Windows, Corel- Dreaw, Photoshop, Tally, and MFG Pro - ERP Packages including branch financial, , BCM, , Internet & E- Banking

HOBBIES:

Hobbies : Music, Art, Handicraft, Cooking, Reading
Favorite Music : Devotional , Fast Music Punjabi Song
Interests : Marking Goods Friends, Creative Goods Extra ordinary things
Favorite Read : All News Paper & Mangines
Sports Activities : Circket, Long Tennis,
Spoken Language : English, Hindi , Punjabi

PERSONNEL

Date of Birth : 09-09-1973 Nationality : Indian
Marital Status : Married Present Salary : 26.80 Lakhs (p.a)
Expected Salary : 20-30% Hike from present Salary Email : balwinder2024@gmail.com

Date :

Balwinder Singh

CHENNAI ADDRESS

Flat No 15,1st Floor, Shree Mayur Park, Kalikunram Main Road, Opp Carnal Church, Taramani, Chennai, Tamil Nadu- 600113 **Mobile : +91 9594399377 - 8319906001**

MUMBAI ADDRESS

Mishra Niwas, Flat. A-3, Plot 96, Ambika Co-Society, Mhada, SVP.Nagar, Near 4 Bungalow Versova Telephone Exchange, Andheri (West) Mumbai- 400058 (M.H) **Mobile : +91 8319906001**

PARMANET ADDRESS

BHOPAL :

MIG 21 Sector 9A, Saket Nagar, Opp AIIMS Main Gate , Bhopal MP 462024
Mobile : +91 8319906001-9323443390 Mail balwinder2024@gmail.com,