

SANJAY KUMAR

Address: 246, 3 BHK Block B-11 GULMOUR CITY, DERABASSI, DISTRICT MOHALI – 140507

Contact No.: +91-9855054466/ **E-Mail:** pasisanjay1975@gmail.com . **Senior Sales & Marketing Professional: Offering 25+ years** of rich expertise in **Sales & Marketing/ Business Development/ Channel-Distribution Management/ Key Account Management/ Team Management** in **FMCG, FMCD, Consumer Durable, Retail & Telecom sector, Renewal Energy-Bio Mass pellets.**

Profile Snapshot

- Strong acumen in managing Sales & Marketing and Business Development functions for contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.

Presently associated **At Winni Retails Pvt Ltd as Head of Sales Department.**

- Expertise in developing & appointing HNI Customers & new channel partners/distributors to expand product reach in the market thereby coordinating with the partners to assist them to promote the product.
- Resourceful in consolidating HNI Customers & dealer & distribution network for business revenue.
- Proficiency in developing relationships with key clients & decision-makers for revenue generation.
- Insightful exposure in managing, directing, and motivating the sales team for ensuring optimum performance & enhancing their professional skills.
- Streamlined & implemented business operational practices; comfortable interacting with multiple levels of management at different locations.

Core Competencies

Strategic Planning & Management	Sales & Marketing	Business Development
Client Relationship Management	Channel Management	Team Building & Leadership
Revenue Expansion	Liaison & Negotiation	Process Management
New Business Development	Specialist in Start UP	Improvement in Market share
P & L Management	New Product Launches	Product & pricing
Training & Motivation	Competitor Intelligence	Merchandising
Vendor Management	Specialist in Start ups	

Notable Accomplishments

Winni Retails Pvt Ltd- April 2022- Till Date

Designation: Head of Sales Department

Area of operation- North India

Team Size-15

Revenue per Month 50 Lakhs

ACCE GLOBAL SOFTWARE PVT LTD- Sep 2020 till April 2022(1 year 8 months)

Designation: Regional Sales Manager

Area of operation- Chandigarh, Punjab, Haryana, Himachal & J&K.

- Successfully appointed 4 super stockiest in Punjab and 2 super stockiest in Haryana.
- At present, Revenue of the company is Rs 1.5 Cr (PM)
- Product category-Mobile protection plan, Mobile Accessories, Refurbished Handsets.
- Mapped 15 distributors in Punjab and 3 distributors in Haryana and 4 distributors in Himachal.
- Team Size-STATE HEAD-5, TERRITORY SALES MANAGER-7, PROMOTERS-30.
- Area of Operation-Chandigarh, Punjab, Himachal and Haryana.

BYO BURN TECHNOLOGY -August 2013 till August 2020(7 Years 1 Month)

Designation: Business Head.

Area of Operation- Pan India.

Brief Introduction of Company

We are a manufacturer of Saw Dust Pellets & Bio Mass Commercial and Domestic Gasifier(Stoves, Burners) and designed in such a way to generate optimum energy and on COST EFFICIENT.

USP OF PRODUCT: -

Biomass Stoves/Burners run on Biomass pellets are 50% cheaper than LPG and 55% cheaper than Diesel in Today Scenario.

Responsibility as Business Head: -

Designing & Innovate Products, Create and Implement Growth Strategies, Clarify & clean up Brand, Champion Systemization, Building Team, Inter-Department Communication, Leadership Development. Taking Care of Administration, Finance, Product development, and day-to-day operations of Work Unit, identifies Channels & direct customers across India.

OUR CUSTOMERS: -

CATERERS, HOTELS, SCHOOL (MID-DAY MEALS), RESTAURANTS, FACTORIES, MILK PROCESSING UNITS, NAMKEEN MANUFACTURERS, SWEET SHOP, FOOD PROCESSING UNITS ETC

LIST OF SOME KEY ACCOUNT (DIRECT CUSTOMERS)

CHANDIGARH & PUNJAB MID DAY MEAL, CHANDIGARH GROUP OF COLLEGES, CHIKARA GROUP OF UNIVERSITY, DR IT UNIVERSITY, RIYAT BAHARA UNIVERSITY, SHOOLINI UNIVERSITY, JAYPEE UNIVERSITY, PUNJAB ENGINEERING COLLEGE, FOUR SEASON CATERERS, ABROZIA CATERERS, TAJ HOTELS, REGENCY HOTELS, CLUB MAHINDRA, NATIONAL HIGHWAY AUTHORITY, GODREJ, PUNJAB TRACTOR LTD, SUNFARMA, SPORTS AUTHORITY OF INDIA, MINERVA ACADEMY, HAVELI, MATA MANSI DEVI MANDIR, SAI MANDIR, BARU SAHIB GURUDWARA, GURUDWARA MANIKARAN SAHIB, GOPAL SWEETS, SINDHI SWEETS, AROMA HOTELS and many more.

Distribution Network: -

- Successfully appointed 25 distributors across India.
- We installed 20,000 commercials+30,000 Domestic Burner/Stoves across the globe through distribution network.
- The Revenue of the Company is Rs 100 Lac (PM).
- Team Size-70

At NEXG Devices (P) Ltd. (Vertical of HFCL)-October 2011To July 2013

1 Year 10 Month.

Designation: Branch Manager

Area of Operation- Greater Punjab.

- Successfully appointed Super Stockists involving 6 in Punjab, 1 in Himachal, and 1 in J&K.
- Instrumental in efficiently managing 125 RDS & 8000 Retail Outlets in Greater Punjab.
- Essayed a key role in achieving a turnover of Rs 2.25 Crore per month.
- Pivotal in completing the Six Sigma Yellow Belt Project for 2 months.
- Ensured smooth functioning of the branch & profitability of internal & external customers.
- Stellar in managing a Team of 7 on Roll and 10 Out Sourced & 40 Promoters.

At Tata Teleservices Limited, Shimla: 2004 to 2006 Prepaid distribution

2 Years.

Designation: - Deputy Manager.

Area of operation: - HP-1

- Significant in generating a Prepaid revenue of Handset & Prepaid Walky and recharge of Rs70 lac (Pm)
- Successfully managed 6 distributors across Himachal-1.
- Instrumental in monitoring the overall business health thereby contributing to prepaid business (Handsets Primary/Prepaid Walky, Activation's & Revenue) from Distribution Channel.
- Spearheaded a Team 2 on Roll & 8 off-roll employees.
- Supervised & controlled sales & revenue of Channel & planned weekly warehouse/distributors stock forecast.
- Ensured that the team functions properly and meets day-to-day requirements handsets distribution, Activation, and daily prepaid revenue on an incremental basis.

At Tata Teleservices LTD Shimla (2006 to 2011Retail Business)

5 years.

Designation: - Manager.

Area of Operation: -Himachal.

- Managed Six Company-owned and 20 Franchise outlets.
- Managing the team of five on roll and 40 off roll employees.
- Instrumental in monitoring the overall business health of company-owned and franchise stores (Handset primary/secondary, prepaid/post-paid activations, Recharge and accessories)
- Contribution to BU-In Prepaid Business-38% & In Post-paid Business-50%.

At Electrolux Kelvinator Ltd., Chandigarh-July 2002 to October 2004.

2 years, 4 Month.

Designation: -Asst Manager.

Area of operation: - Amritsar, Gurdaspur, Pathankot, Jalandhar, Kangra Distt.

- Instrumental in substantially enhancing the turnover by approximately 230% of AOP after joining the organization, compared to the earlier 108 crores. (PA)
- Pivotal in expanding the distribution network by appointing direct dealers; efficiently managed 7 Distributors & 8 Direct Dealers in the respective territories.
- Handled an annual volume of 15000 Refrigerators, 7000 Washing Machines, 3000 Air Conditioners, and 3000 Microwave Ovens with an approximate turnover of 250 cores per annum.

At Thomson Consumer Electronics Ltd., Chandigarh-October 1999 to June 2002.

2 Years, 9 Month.

Designation: - Sr Sales Executive.

Area of operation: - Jalandhar, Chandigarh, Mohali, Ropar & Shimla distt.

- Successfully Launched the Thomson Brand which was the First Multinational Company In brown goods.
- Managed 8 Distributors & 7 Direct Dealers in the respective territories.
- Handled an annual volume of 2500 Colour TVs, 4500 Home Theatre Systems, and 8000 DVD Players with an approximate turnover of Rs 6 to 8 Crore per annum.

At Bajaj Electricals Ltd., Chandigarh-June 1995 to September 1999.

4 Year, 4 Month.

Joined as-sales Trainee.

Promoted as: - sales Officer.

Area of operation-Punjab.

- Instrumental in appointing new partners, dealers, and distributors; as a team, consistently achieved 150% of the AOP.
- Managed 8 Bajaj Houses, 12 Distributors of Fans & 10 Distributors of Appliances.
- Handled a volume of 60000 fans & 20000 appliances per annum.

Career Contour

Apr 2022- Till Date	Winni Retails Pvt Ltd Head of Sales Department-North India
Sep 2020 to Apr 2022	Acce Global Software Pvt Ltd Regional Sales Manager- Greater Punjab
Aug 2013 to Aug 2020	BYO BURN TECHNOLOGY. (Business Head)-pan India
Oct 2011 to July 2013	NEXG Devices (P) Ltd. (Vertical of HFCL) Branch Head - Greater Punjab
Nov 2004 to 2006	Tata Teleservices Limited, Shimla Deputy Manager – Telecom (Distribution)-HP-1
2006 to 2011	Tata Teleservices Limited-Shimla (Retail Business)

Jul 2002 to Oct 2004	Manager-BRBU-Himachal. Electrolux Kelvinator Ltd., Chandigarh Asst Manager-Sales Amritsar, Gurdaspur, Pathankot, Jalandhar & Kangra Distt.
Oct 1999 to Jun 2002	Thomson Consumer Electronics Ltd., Chandigarh Senior Sales Executive-Sales Jalandhar, Chandigarh, Mohali, Ropar & Shimla distt
Jun 1995 to Sep 1999	Bajaj Electricals Ltd., Chandigarh Sales Officer-Sales-Punjab.

Key Deliverable:

Business Development / Sales & Marketing:

- Identifying and networking with prospective clients generating business from existing accounts and achieving profitability and increased sales growth.
- Spearheading sales initiatives to accomplish targets & operate in sync with corporate objectives.
- Executing effective marketing plans to assure achievement of pre-set volume, market share & profit objectives.

Channel / Distribution Management:

- Developing and appointing new business partners/ channels to expand product reach in the market and working in close interaction with them to assist in promoting the product.
- Periodically monitoring performance of dealers/ distributors regarding sales & collections; maintaining strong relationships with existing partners/ channels.

Client Relationship Management:

- Identifying improvement areas & implementing measures to maximize customer satisfaction levels.
- Building and maintaining healthy business relations with high net worth and corporate clients ensuring high customer satisfaction by achieving delivery & service quality norms.

Team Supervision:

- Monitoring, recruiting, training & motivating the manpower & ensuring quality deliverable in the market.
- Providing direction to the sales team for ensuring optimum performance & enhancing their professional skills.
- Overseeing and analysing the performance of team members and assigning them targets on regular basis.

Education

B.Com.	Punjab University, Patiala	1995
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Personal Dossier

Date of Birth 19th June, 1975

References Available upon request