

## SUBIR KUMAR MAHADANI

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### Job Objective

Seeking managerial level assignments in Pre-sales / Business Development / Client Relationship Management in an organization of high repute.

### Profile Summary

- Focused professional with over 18+ years of experience in:-  
Pre-sales Operations-- Key Account Management-- Data Analysis-- MIS Reports-- Sales Support Functions--Collections  
New Market Development--Material Supply Management--Budgetary & Expenses
- A keen analyst, highly skilled in market forecasting and quick in formulating strategies to exploit business opportunities
- Possesses credibility and personal integrity that leaves lasting impressions with decision makers, motivates employees and generates loyalty
- Demonstrated expertise in guiding the development and implementation of promotion plans and handling the communication for brands
- Skilled in managing teams to work in sync with corporate set parameters and motivating them for achieving business and individual goals
- Honed with excellent analytical, planning, leadership, interpersonal & negotiations skills

### Core Competencies (Electrical , Automobile , Hardware, Building Material and Industrial Product Sales & Marketing)

- Conceptualizing and implementing the pre-sales plans and ensuring accomplishment of the business goals
- Defining channel requirements, establishing the sales and service network, monitoring post service activities like follow-up with customers, service reminders, etc.
- Communicating feedback with focus on effectuating the modifications in products and improving the performance
- Ensuring speedy resolution of queries and grievances and maintaining excellent relations with clients to generate avenues for additional business.
- Managing and monitoring the performance level of sales and service staff for ensuring superior customer service and accomplishment of sales targets.
- Collecting and analyzing the data facts to find out the root cause of business problem and forwarding the key findings to the higher management .
- Supervising the preparation of MIS and various other reports to apprise top management of the routine business operations and assist in critical decision-making.

### Organisational Experience

**Sep'-24-Apr'25** – I served as the Sales and Marketing Manager at **Electomech Pte Limited**, a sister company of **Dominion Wire & Cables Pte Ltd**, located in the **Fiji Islands, Pacific Region**

- Handled marketing activities for a diverse portfolio of products including Electricals, Hardware, Cables, Automobiles, Tires, Power & Hand Tools, Stationery, PVC Pipes, and various Industrial Equipment in collaboration with leading brands such as **Dominion Cables,Edplus Pipe,Ingco,Total,Hotche,CRC,Palco,Dunlop,Kenda,Chigo,Hpm,Cabac etc**
- Developed and implemented targeted marketing strategies based on market requirements and competitive analysis
- Collaborated with the sales team to achieve sales targets through the timely execution of promotional campaigns and events. Engaged in gathering and reviewing reports from team members
- Supported pricing, quoting, negotiation, and credit control processes for both direct and indirect clients
- Supervised sales operations across four retail outlets and warehouse wholesale Sales
- Conducted data analysis and generated MIS reports as per top-level management requirements
- Recruited staff, established policies, and ensured accurate stock updates and inventory control at retail outlet

**Apr'-23-Oct' 23** Working as Marketing and Sales in **Prestige Group Congo Sarl (DRC Congo, Kinshasha, Africa)**

- Marketing of Electrical & Lighting Products, Industrial Tools, Hardware, and Tiles in collaboration with leading brands such as **Surya, C&S, Somafix, ITEL, and Synex etc**
- Searching new prospects and adding into account and Sale done through direct referral
- Formulate Credit policy and credit term and also responsible for old due collection.
- Customer data collection from company 70 outlet for analysis market buying pattern and build a comprehensive database for improved business intelligence.
- Reporting and advising management about best policy and practice that can fit for the organization that can give best result

**Jan-'16- Dec'17 then Apr'19 to Mar-23.** working as consultant in **Sanat Electrical Sales & Service. Asansol (W.B)**

- Responsible for overall sales and timely collection
- Dispatch material on time at project execution place
- Managing & resolving the customer complaints
- Maintaining records, mailing and responding
- Inventory update, negotiation and purchasing material
- Making invoice, collect P.O. Some hr related activity
- Searching new prospects and adding into account

**Dec'17- Mar'19 Working as Dy Manager (Sales & Marketing) For Amith Marbles & Tiles (p) Ltd .(Kolkata)**

- Responsible for Granite, Marble, Tiles, C.P Fitting, sanitary ware sales
- Sale through real estate developer, institution customer and project
- Involving sample approval, sending quotation, negotiation, and collecting purchase order
- Responsible for timely collection and working with retailer
- Managing and resolving customer complaints
- Identify business opportunities with various prospect departments
- Responsible for franchises and channel sale development

**Dec'13- Oct'15 with West Africa Tyre Service (A Sister Concern of Rana Motors and Metal Engineering Company Ltd ,Ghana(West Africa) as Assistant Sales Manager,consumer Tyre division.**

**Key Result Areas:**

**Sales and Operations**

- Handling dealerships as appointing new one planning, forecasting and sale them
- Preparing monthly visit plan of assigned territory to promote products and increase sales
- Responsible for dunlop zone retail outlet overall sale and service activity
- Updating market information and competitors activities
- Responsible weekly and monthly collection and reporting
- Maintain MIS reports as required. market analysis and fleet handling etc
- Devise, maintain and implement service contracts with high profile customers such as ministries, embassies, banks, etc

**Feb'12-Nov'13 with Bridgestone India Pvt. Ltd., Pune as Assistant Manager (OE)**

**Key Result Areas:**

- Carrying out the Data Analysis & preparation of MIS reports for top level management as well as reporting to Bridgestone Japan & Apac
- Accountable for making strategies, planning and assisting the Sr. DGM (OE) for annual, mid and long term business revenues and budgeting also responsible for: attaining sales and SOB(share of business) as per prescribe OE Sales Budget
- Preparing, monitoring and reviewing the Expense (OE) Budget
- Monitoring the sales, market share and control expenses and ensuring timely collection of C-forms
- Generating and submitting the monthly collection plan HO-OE sales for every month and following up for payments
- Maintaining up to date information on OE project, vehicle production , sales and competitor tyre supplies
- Managing and resolving the customer complaints. Major clients (OEM) handling: Tata Motors, M&M,FIAT,GM

**Aug'08 – Jan'12 with Aravali Infrapower Ltd., New Delhi as Executive (Marketing)**

**Key Result Areas:**

- Direct Sale of structure steel for telecom and transmission customers.
- Accountable for tendering and marketing the Power Projects for domestic & international customers.
- Identified the business opportunities with various government departments
- Conducted the market study and submitted the feasibility report to the management
- Coordinated with project work team and involved in vendor registration process
- Responsible for submitting quotation to customers and subsequently following up
- Liaised with officials of various government agencies for factory inspections and other formalities
- Handled the vendor registration activity, established & maintained the effective vendor database
- Managed the export-import and strategic work for future aspects
- Provided the inputs to IT department for ERP installation

**Oct'03 – Apr'06 with ICICI Bank, Asansol as Sales Executive (Marketing) in Home Loan Department**

**Key Result Areas:**

- Accountable for putting canopies in various market places for generating business
- Responsible for identifying and counselling the new and prospective customers
- Looked complete documentations and sales.

**Highlight:**

**Aravali Infrapower Ltd:** - Successfully bagged orders worth INR Rs.100 Cores from NEB(International Project funded By Word Bank) & 125 Cores order from Different State Electricity Board and adding four new Telecom customers (Shelter Manufacturer).

**Bridgestone India Pvt. Ltd:** - Consistently achieved Monthly target in term of tire inwarding & revenue generation.

**Rana Motors and Metal Engineering Company Ltd:** - Increase existing market share. Om Tat Sat

**Sanat Electrical Sales & Service:-**Increase sales and client base double.

**Amith Marble & Tiles Pvt Ltd:** Adding new Client and increased the Revenue.

**Prestige Group Congo Sarl:** Preparing outlet customer database, adding new client and increase sale and formulated policy.

**Education**

- MBA(Marketing & HR) from RATM,Mathura (U.P.T.U.) in 2008
- Bachelor of Computer Applications (BCA) from ISM, Ranchi in (G.G University, Bilaspur) in 2003
- 12<sup>th</sup> from Mithani (H.S) School, Asansol(WBBHSE) in 2000
- 10<sup>th</sup> from Mithani (H.S) School, Asansol(WBBSE) in 1997

**IT Skills**

- Well versed with: Microsoft Office (Word, Excel & PowerPoint)
- Windows 98 / 2000/ XP; Internet Applications
- Working with SAP and ERP.

**Personal Details**

Date of Birth:	1 <sup>st</sup> January 1981
Languages Known:	English, Hindi, and Bengali
Permanent Address:	Gopalpur, Asansol, W.B ,INDIA-713304
Martian Status:	Married
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