

PROFESSIONAL SUMMARY

Results oriented commodity professional with over 6.2 years' experience specializing in commercial sales in Metal Products with a proficiency for setting and exceeding sales goals and customer expectations in a competitive market, closing voids and aggressively seeking new business opportunities. Strong leadership skills with ability to communicate effectively, multi-task, motivate others and plan out key business objectives. Core competencies include relationship development, creative thinking, process excellence, supply chain management & Strategic planning. Values customer service and relationship building as much as generating sales and high net sales realization (NSR).

WORK EXPERIENCE

Team Lead

Jan'23 – Present

JSW One Platform limited– Mumbai

- Responsible for managing the team of 7 sales executives based across geographies in Maharashtra and MP.
- Responsible for achieving the overall sales volume (10000MT) across products, credit sales (7000MT) and credit book building (70Cr).
- Market development – Creating product awareness and building business in the solar segment for the Galvalume and Magsure coated products.
- Responsible for the customer's end to end experience including timely delivery, complain management.

Highlight:

- Awarded the "Rising Star" for FY25 performance by CEO.
- Build the business from existing 400MT/month to 7500MT/Month in 2 years. Growth achieved 15X in sales and 30Cr of credit books ensuring 5000MT of sustained business.
- Build solar segment for JSW one from scratch to present 4000MT/month with client base of 25 customers across India for coated product.
- Effectively handled the MH team size of 12 people for a brief period of 6 months.
- Won the sales scorecard 2 times (Performance matric) and has been at the top for achieving the highest sales volume from 1.5 years to present.

Senior Manager – Customer Relation

May'22 – Jan'23

Ofbusiness – Gurgaon

- Responsible for building steel pipes (ERW) category from strach for trading operation having pan India presence.
- New customer developement and managing existing in infra and construction space, developing region wise suppliers, building and maintaining relationship with manufacturers pan india for the operations.
- Responsible for the growth in terms of revenue, customer addition and margin in the trading operations.
- Collection of the secured/unsecured dues from the customers.

Area Sales Manager

Feb'21 - May'22

Sesa Goa Iron Ore, Vedanta Ltd – Kolhapur, Maharashtra

- Responsible for handling India's biggest foundry clusters of ferrous casting i.e., Kolhapur with sales of 12000+MT of Pig Iron and developing a solid and trusting relation 150+ customer base.
 - Managing operational execution team for Kolhapur and Belgaum cluster, Strategic planning, negotiating contracts with the customers and establishing a timeline of performance.
 - Achieving financial target such as maximizing NSR, timely collection maximizing premium value-added products (VAP) sales.
- Highlight:** MD commercial awardee for onboarding existing customer into Vedanta Metalbazaar portal.

Key Account Manager

Jun'19 - Feb'21

Vedanta Aluminium Ltd – Delhi

- Responsible for regional business goals of premium realization and 2500MT+ per month sales volume of primary Aluminium products in North India with 40+ customer base.
 - Devising & effectuating sales & marketing strategies, including pricing and placements of products, to improve product awareness and enhance business growth.
 - Managing Channel Partners to maximize Market Penetration and increase the reach in secondary and unorganized sector.
 - Handling additional responsibility of domestic MIS data management for the development of Business Intelligence (BI) reports, Excel Reports, presentations.
- Highlight:** MD commercial awardee for the new customer acquisition (FY21)

Summer Internship

May'18 - Jun-18

Hyundai Motors India – Pune

Project: Identification of flaws in pre-sales service and ways to improve sales conversion ratio.

- Roles & responsibilities:**
- Improvement in the sales conversion ratio, effectiveness of BTL activation through customers insight.
 - Ways to improve customer experience during pre-sales process and digital engagement on social media.
- Identification and reduction in the attrition rate of sales consultant

EDUCATION

DEGREE	INSTITUTE	PASSING YEAR	DISCIPLINE	% OF MARK
PGDM	BIMM, Pune	2019	Marketing	76.16
Graduation	Chameli Devi School of Engineering	2017	Mechanical	74.4
Senior Secondary	Mount Carmel School	2013	PCM	82.3

CERTIFICATIONS

Six Sigma Yellow Belt and Green Belt	Lean Sigma Consultancy
Customer Relationship Management	IIM, Bangalore
Inbound Marketing Certified	Hubspot Academy
Strategy And Sustainable Enterprise	IIM, Bangalore

SKILLS

- Business Development
- Channel Management
- Pricing & Strategy

- Market Intelligence & Analysis
- Supply Chain Management
- Relationship Building

LIVE PROJECTS

PROJECT TITLE	COMPANY		PROJECT PROFILE DURATION
Quikr Live Project	Quikr	Competition analysis of consumer experience in online classified businesses of India	3 weeks
Area Manager Audit for Nestaway Properties	Nestaway	Mystery audit of area manager of Nestaway properties in Pune region.	3 weeks
Identify Of Individual home builder (IHB)	Accenture	Build a team and find under construction properties for the Accenture client Ultratech.	3 weeks
Oyster Flexible Workforce	Oyster Connect	Market survey to identify qualified and employable people segment for oysterconnect.com flexible workforce	1 weeks

RESEARCH PAPER PUBLICATION

PROJECT PROFILE IN BRIEF	PAPER NAME
A study on people perception towards electric vehicle & its acceptance in India	International Journal Of Management Technology And Engineering, Volume 8, Issue Viii, August - 2018
Customer buying intention towards electric vehicle in India	International Journal Of Mechanical Engineering And Technology, A Scopus Index Journal, Volume 9, Issue 9, September- 2018

VIRTUAL INTERNSHIP

ORGANISATION	ROLE	DURATION
The Smart Tree	Business Development	4 weeks
Aam Aadmi Party (AAP)	Social Media Marketing	12 weeks

ACHIEVEMENTS

- Awarded for Selling Maximum Number of Application Voucher (53) during SBS Marketing Practical, 2018.
- Coordinator for Research & Corporate Relation Team at BIMM for the Batch (2017-19).
- Certificate Of Excellence For Positive Growth In Output By Quikr

CO-CURRICULAR ACTIVITIES

- Worked As Sales Executive For friend tech startup “E-Shaala” for 9 Months (August 2014- May, 2015)
- Campus Ambassador for IIM Kozhikode in SBS for Backwater 2017
- Delegate Of Kiribati and Israel In Eureka Model United Nation 2017 & Dt Model United Nation, 2017
- Meditation Practitioner and Volunteer In Organization like Vipassana, Art Of Living
- Took Part In Various Competition Like Tata Crucible Quiz And IRIS By IIM Indore
- Run Marathon “Clean Indore” 2016

HOBBIES

Shayari, Traditional Sufi Music (Qawwali)

Reading

Travelling to different places

