

KUNJ GUPTA

DOB: 15/10/1995 | kunjgupta111@gmail.com | +91 8054228667

PROFILE SUMMARY

Result driven business professional with 7 years of experience in Sales, looking to grow, lead markets and contribute to company's upliftment.

PROFESSIONAL EXPERIENCE

- Jindal Stainless Ltd. – Manager – Sales Development (May'22 – Present)
- Venus Equipment Pvt. Ltd. – Area Sales Manager (Jun'21 - Apr'22)
- SCHWING Stetter Ind. Pvt. Ltd., Chandigarh, Sales Engineer – Unit Sales & Marketing. (Oct'17 – Dec'20)

SKILLS

- Strategic Sales Planning or Go-to-Market Strategy & Execution
- Market Intelligence & Competitive Analysis
- Key Stakeholder Engagement & Regional Sales Oversight
- Client Relationship & Account Management
- New Product Development (NPD) & Positioning
- Regulatory Compliance & Product Certification Liaison
- SAP ERP (QM & SD Modules) – Functional End-User Proficiency
- Data-Driven Decision Making or Sales & Market Data Analytics
- Customer Issue Resolution & Root Cause Investigation

PRODUCT KNOWLEDGE

- Stainless Steel Plate, Angle, Flat, Channel, I Beam, Round, Reinforcement Bars, Coil/Sheets, Wire Rod and Wires

PROFESSIONAL EXPERIENCE

Manager – Sales Development | Jindal Stainless Ltd. | May 2022 – Present

- Driving sales growth and increasing market share for the company by identifying new business opportunities, developing and implementing sales strategies, and managing relationships with customers.
- Conducting market research to identify potential customers and understand the competitive landscape in the structural stainless steel market.
- Instrumental in expanding the market for stainless steel reinforcement bars by establishing strong partnerships with contractors engaged in government infrastructure projects
- Build and maintain strong relationships with existing and potential customers, ensuring they receive excellent service and support.
- Prepare and deliver sales presentations to customers, highlighting the benefits of the company's products and services.
- Prepare and present regular sales reports to senior management, including updates on sales performance, market trends, and customer feedback.
- Influenced pivotal stakeholders within NHAI, Indian Railways, MMRDA, MCGM, and GSRDC and other state agencies to integrate stainless steel reinforcement bars into coastal projects
- Negotiate sales contracts and pricing with customers to ensure the best outcomes for the company

- Provided exceptional pre-sales and post-sales support to contractor clients, addressing queries, resolving issues promptly, and ensuring seamless project execution.
- Collaborated closely with internal teams including production, logistics, and quality assurance to fulfill client requirements efficiently and maintain high product standards.
- Handling sales of stainless steel wire rods to OEMs and manufacturers across hardware, fasteners, kitchenware, and industrial components sectors.
- Identifying high-potential markets and clients for wire rod applications and building strategic sales pipelines accordingly.
- Developing tailored value propositions for different industry segments using stainless steel wire rods, enabling increased adoption and customer satisfaction.
- Coordinating with the production and logistics teams to ensure timely fulfillment of wire rod orders and adherence to quality standards.

Key Highlights & Achievements

Exceeded Sales Target: Achieved a sales volume of 4,800 MT in Q4 FY25, surpassing the target of 4,500 MT in new segment — **exceeding the quarterly target by 6.7%**

Area Sales Manager | Venus Equipment Pvt. Ltd. | June 2021 – May 2022

- Heading sales of concreting, construction equipment in the states of Haryana, NCR & Uttarakhand
- Leading and developing different sales and appointing distribution channels.
- Act as a single point of contact for issues related to technical, commercial, service and maintenance contracts, material delivery and installations.
- Taking decisions related to sales and account management functions keeping in mind growth of business.
- Working on overall strategy & build process for sales, marketing and key account manager.

Sales Engineer - Marketing | SCHWING Stetter India Pvt Ltd | October 2017 – Dec 2020

- Headed sales of concreting, construction, material handling and earth moving equipment in the states of Haryana, Jammu & Kashmir.
- Evaluating & studying technical aspects of customer's project and suggesting solutions on equipment and placement of same on project sites.
- Act as a single point of contact for issues related to technical, commercial, service and maintenance contracts, material delivery and installations.
- Establish and maintain market intelligence about competitors (Current & Emerging) and recommended tactics to build market share.
- To handle and generate enquiries for new concept machines like Self Loading Mixers and other products like truck mixers, batching plant, motor grader, wheel loader, pilling rigs and stationary concrete pumps and Boom pumps.
- Developing a rapport with major banking and non-banking financial services like HDFC, ICICI, AXIS, Kotak Mahindra, Chola Mandalam etc.

Key Highlights & Achievements

- Revenue Generation -
 1. Oct 2017 to Dec 2018 – INR 14.5 Cr.
 2. Jan 2019 to Dec 2019 – INR 19.5 Cr.
- New Customers accounts added – 70 Nos.
- Organized and conducted customers meeting and road show in Bhiwani, Chandigarh and Yamunanagar.
- Generated Highest business among all GET's hired.
- Posted record sales of Self-loading mixer in 2019, Highest among all 29 country offices
- Participated in EXCON 2017 & BAUMA ConExpo 2018.
- Tagged Direct accounts in new territories and improved strike rate by 150% through coordinating with local financial services
- Developed virgin territories in Haryana through the launch of new products like Self-Loading Mixer, with stiff competition from existing players like Ajax Fiori.

Management Trainee - Marketing | Times Internet Limited | July 2017 – October 2017

Project – Marketing – ET Money, Ganna.com

- Conducted evaluation for the existing financial services by ET Money.
- Provided research inputs for Ganna.com post analysis for prospect users.
- Learned on-ground execution & back end processes including printing, press events.

Trainee – Engine Manufacturing | Escorts Limited | January 2017 – May 2017

Project – Engine Manufacturing – Farmtrac

- Learned engine assembly for tractors, including understanding the functions of engine & its components.
- Learning of operations of tools like drilling, boring, milling, chamfering, tapping, honing, reaming etc in brief
- Maintaining the machine with the help of cleaning, lubricating, inspecting technique (C.L.I.T) sheet.
- Learned how to troubleshoot & self-rectify unexpected problems which has been detected in the machine.

Industrial Trainee | Jay Bharat Maruti Limited, Manesar | May 2015 – July 2015

Project – Weld Shop Department – Rear Axle

- Gained knowledge about welding and the related processes.
- Analysis of the turnaround time for axle manufacturing.

Education

Course (Stream)/ Examination	Institute/School	Month/Year of Passing	Performance
Master of Business Administration (Pursuing)	Delhi University	2025 - 2027	-
B.Tech (Mechanical Engineering)	Chandigarh Group of Colleges- Mohali, Punjab Technical University	Jun-17	70.54%
CBSE 12 th Grade	St. Theresa's Convent Sr. Sec. School, Karnal	May-13	78.20%
CBSE 10 th Grade	St. Theresa's Convent Sr. Sec. School, Karnal	May-11	7.8 CGPA

Core Competencies

- Market Segmentation
- Lead Generation
- Product Promotion and Launches
- Customer Relationship Management
- New Product Business Development
- In Depth Technical Knowledge and Value Proposition
- Researching Business Opportunities and Viable Income Streams
- Writing Business Proposals to venture into untapped RMC market.
