



AVINASH KUMAR SRIVASTAVA

Channels Relationship Manager

CAREER OBJECTIVE

A seasoned professional with over 20 years of experience in sales, business development, and market planning within the cement industries. Proven track record of exceeding sales targets, managing dealer networks, and optimizing sales strategies. Looking to leverage my expertise as a Manager in the construction sector, contributing to organizational growth and customer satisfaction.

CONTACT

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SKILLS

- Sales and Business Development
- Dealer/Distributor Network Management
- Market Analysis and Strategy
- Team Leadership and People management
- Inventory and Supply Chain Management
- Client Relations and Communication
- Conflict Resolution and Collaboration

MBA

Sri Ram Murli Smarak College of Engg. & Tech., Bareilly (Uttar Pradesh Technical University),

2004

Master of Business Administration (MBA)

Kumaun University, Nainital

2002

Master of Commerce

WORK EXPERIENCE

ULTRATECH CEMENT LTD (CEMENT DIVISION) Channel Relationship Manager – Hisar, Haryana

[Nov 2018 – Present]

- Managed a network of 50+ dealers and retailers, achieving monthly sales targets through effective inventory management and strategic planning.
- Key contributor to sales growth and business development initiatives, resulting in successful new product launches, including waterproofing chemicals in 2020.
- Transferred to Kaithal in 2023. Played a critical role in expanding dealer networks and exploring new markets to enhance business growth.

BINANI CEMENT LTD. Deputy Manager – Hisar, Haryana

[Jan 2018 – Nov 2018]

- Led sales efforts across five districts, managing a dealer network of 80+ dealers.
- Improved documentation and sales tracking processes, handling a sales volume of 16,000 MT.
- Successfully transitioned during the acquisition by Ultratech Cement in 2018.

JK LAKSHMI CEMENT LTD. Assistant Manager – Rohtak/Faridabad, Haryana

Aug 2014 – Jan 2018

- Spearheaded sales development across multiple districts, managing a network of 30+ dealers.
- Developed market strategies that facilitated the successful

Technical Skills

- Proficient in MS Office, CRM software, and sales management tools.
- Familiar with inventory and supply chain management systems.

launch of the Pro+ cement brand in 2014.

- Drove sales growth by fostering team spirit, optimizing documentation systems, and enhancing dealer relations.

JAIPRAKASH ASSOCIATES LTD. (CEMENT DIVISION)Sr. Sales Officer – Gurgaon/Faridabad, Haryana

Aug 2008 – Aug 2014

- Played a key role in establishing a new market in Gurgaon and Mewat, managing 45+ dealers.
- Conducted promotional activities to boost brand visibility and market penetration, achieving sales of 15,000 MT.
- Promoted to Sr. Sales Officer in 2012 due to exceptional performance.

AMBUJA CEMENTS LTD.T.S.O – Dehradun, Uttarakhand

Aug 2007 – Aug 2008

- Managed sales and marketing operations in the Dehradun region, driving brand visibility and dealer engagement.
- Successfully increased market share through targeted marketing activities and network management.

SAFEXPRESS PVT LTD. SR. MKTG. EXECUTIVE, NEW DELHI

DURATION: MAR.2006 TO AUG. 2007

- Handled complete marketing as well as operation management including pick –up and delivery of shipment.
- Client servicing to generate more business from client.
- Managed logistics 3PL (Third Party Logistics) of some specific clients.
- Co-ordination with all other branches within India for smooth operation functions.
- Responding to customer for track & trace of shipment.
- Key clients developed to ensure business on regular basis.

MIDSEA LINEAR SHIPPING SERVICES PVT LTD. Sales Executive, New Delhi

Jan. 2004 TO Feb. 2006

- Dealing with Exporters and Importers & providing information about the shipping services.
- To develop clients & to ensure business regularly.

ACHIEVEMENTS

- Received multiple appreciation letters for market development and sales growth, including recognition from the Chief of Marketing Head for Rohtak District (2014-15) and the President Marketing for Dehradun District (2007-08).
 - Successfully launched new products and expanded dealer networks in various regions, contributing to significant revenue growth.
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