

BIO - DATA

MUKESH KUMAR TIWARI

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CAREER ABSTRACT

Possess **23 years** of experience in Sales and Marketing (Cement, Steel and Value added Product-Wall Putti, Construction Chemical, Tiles Adhesives Etc.), having expertise in market plan execution, market analysis and team supervision. An outstanding performer with proven track record of increasing revenues streamlining work flow, creating team work environment to enhance productivity innovatively for organization. An effective communicator with exceptional relationship & willing to achieve assigned job within stipulated time frame with positive attitude and great sense of responsibility as well as ready to produce result under any circumstances. I held various senior positions at UltraTech Cement, Dalmia Cement, Nuvoco Group, Shree Cement, Shyam Steel and JK Lakshmi Cement, where I was in-charge of Sales, Commercial and Technical functions

CORE COMPETENCIES

- ⇒ **Sales and Marketing** – Actively involved in developing and implementing business planning and analyzing the assessment of revenue potential in business opportunities. Conceptualizing and implementing competent strategic to accomplish the desired sales target.
- ⇒ **Business Development** – Planning and implementing sales promotional strategies for business development and brand visibility. Identify, qualify and pursue business opportunity through market surveys
- ⇒ **New Market Development** – Identify new market segments and taps profitable business opportunities.
- ⇒ **Commercial Function** – Manage warehouse operation and ensuring optimum inventory levels to achieve maximum cost saving and minimum holding of stock.
- ⇒ **Team Management** – Mentoring, managing and leading a team of professionals for achieving sales target.

CAREER HISTORY

J K LAKSHMI CEMENT LTD.

- Worked as a State Head- Sales & Marketing(Channel & Institutional Sales) and Was taking Care of MP State (Both regions- East MP & West MP)
- Location : Indore (MP)
- Duration: Aug 2023 to Sep 2024.
- **Key Responsibilities:-**
 - Responsible for achieving the sales / Revenue target (Channel & Institutional Sales) for assigned state (Both regions) and also Responsible to improve the EBITA/ Realization.
 - Responsible for increasing the revenue for VAP (Value added product) like Wall Putti, Water proofing Compound, Tiles Adhesive etc.
 - Keeping a track on collection to achieve the Number of days O/s.
 - Keeps close eyes on Cost Control.
 - Responsible to further develop & manage the network of Channel partners, Project Customers, Architects and engineers.
 - Closely coordinate with Logistics team to maintain per day dispatches.
 - Responsible for monitoring the performance of the team.

SHYAM STEEL MANUFACTURING LTD.

- Worked as a State Head- Sales & Marketing and looking after Jharkhand State.
- Location : Ranchi (Jharkhand)
- Duration: April'23 to July 2023.

BANGUR CEMENT (A Unit of Shree Cement Ltd.)

- Worked as a State Head-Sales & Marketing with this Organization and was looking after Chhattisgarh, MP East, Part of MH and Odisha States.
- Location : Raipur (Chhattisgarh), Bhubaneswar (Odisha).
- Duration: Sep 2021 to March 2023.
- Responsible for achieving the sales target for assigned state.
- Keeping a track on collection.
- Keeps close eyes on Cost Control,
- Responsible to further develop & manage the network of Channel partners, architects and engineers.
- Closely coordinate with Logistics team.
- Responsible for monitoring the performance of the team and hand holding

NU VISTA LTD. (Formerly EMAMI CEMENT LTD.)

- Worked as Regional Manager- Sales & Marketing (Region CG1 : Aug 2016 to Mar 2021 & Region CG2 : Apr 2021 to Aug 2021)- Chhattisgarh) with this organization.
- Location: Raipur/ Bilaspur (Chhattisgarh)
- Duration: Aug 2016 to 1st Sep 2021.
- **Key Responsibilities:-**
 - Responsible for achieving the sales/ Revenue target for assigned state (Both regions) and also Responsible to improve the EBITA/ Realization.
 - Responsible for increasing the revenue for VAP (Value added product) like Wall Putti, Water proofing Compound, Tiles adhesive etc.
 - Keeping a track on collection to achieve the Number of days O/s.
 - Keeps close eyes on Cost Control.
 - Responsible to further develop & manage the network of Channel partners , architects and engineers.
 - Closely coordinate with Logistics team to maintain per day dispatches.
 - Responsible for monitoring the performance of the team.

MY HOME IND. PVT LIMITED (MAHA SHAKTHI CEMENT)

- Worked as Regional Head - Sales & Marketing (Channel & Institutional Sales) and was looking after Channel Sales & Project Sales of Jharkhand State
- Location: Ranchi (Jharkhand).
- Duration: Oct 2014 to July 2016.

OCL INDIA LTD. (KONARK CEMENT)

- Worked as a State Head (INSTITUTIONAL BUSINESS DEVELOPMENT) and was looking after Institutional Sales of Jharkhand & Bihar States.
- Location: Ranchi/ Patna.
- Duration: Feb'13 to Sep'14
- Worked as UNIT HEAD (**CHANNEL SALES**) (Dy. Manager - Sales) at RANCHI (Jharkhand) and was taking care of Seven high NCR depots of JHARKHAND.
- Location: Ranchi (Jharkhand).
- Duration: Dec'11 to Jan'13

ULTRATECH CEMENT LIMITED

Career Path:

- Joined as Asst. Officer .
- Promoted as Officer.
- Promoted as Sr. Officer.
- Promoted as Territory Sales Manager.
- Location: Jharkhand, Bihar & Chhattisgarh,
- Duration: 10 Years & 08 months (March 2001 to Nov 2011) and was Looking after Channel & Project Sales.

- **Key Responsibilities:**

- Responsible for handling dealer, sub dealer and NT Customers in order to achieve the assigned sales target.
- Develop Go-To Market strategies for effective market penetration.
- Strategize, ensure and improve dealer/ distributors and sub dealer satisfaction service levels.
- Market Research and gather market intelligence.
- Communication with dealers for schemes, promotion activities and ensure deliverables of the same.
- Improve Dealer network and direct responsibility of outstanding.
- Channel management.
- Ensure customer satisfaction through effective compliant management.
- Handle customer complaints and escalations.
- Additional responsible to increase the revenue for VAP (Value added product) like Wall Putti, Water proofing compound, RMC and other Building materials

ACHIEVEMENTS / AWARD

- Received “BEST PERFORMER AWARD (CHANNEL and INSTITUTIONAL SALES) at J K LAKSHMI CEMENT .
- Received “BEST PERFORMER (SUPER STAR)” AWARD (CHANNEL SALES for FY 2018-19 at Nu VISTA LTD. (NUVOCO GROUP.).
- Received “BEST STATE HEAD” AWARD (INSTITUTIONAL / PROJECT SALES) for FY 2013 -14 at OCL INDIA LTD. (An associate company of DALMIA CEMENT BHARAT LTD.)
- Received “BEST MANAGER” AWARD (INSTITUTIONAL / PROJECT SALES) for FY 2013 -14 at OCL INDIA LTD. (An associate company of DALMIA CEMENT BHARAT LTD.)
- Received “BEST UNIT HEAD” AWARD (CHANNEL SALES) for FY 2012 -13 at OCLINDIA LTD. (An associate company of DALMIA CEMENT BHARAT LTD.)
- Received “OUTSTANDING PERFORMANCE” AWARD (CHANNEL SALES) for FY 2008 / 09 at ULTRATECH CEMENT LTD..

EDUCATION

- PGDM from AIMA-CME, NEW DELHI.
- CERTIFICATE IN COMPUTING by Point Computers, Patna, Bihar.
- Bachelors of Commerce from Magadh University, Bodh Gaya, Bihar.
- Intermediate (10+2) from B.I.E.C, Patna, Bihar.
- Matric (10th) from B.S.E.B Board, Patna, Bihar.

PERSONAL PARTICULARS

- **Father Name** : Sh. K N TIWARI
- **Gender** : Male
- **Nationality** : Indian
- **Marital status** : Married.
- **Languages Known** :Hindi, English

Date: 12/10/2024

MUKESH KUMAR TIWARI