

PRAVEEN RATHI

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ACADEMIC QUALIFICATIONS			
Degree	Year	Institute	Percentage/CGPA
PGDM	1987	Institute of Productivity & Management, Lucknow	57%
B.Sc. (Geology)	1983	University of Lucknow	57%
B. Sc. (Chemistry, Zoology & Botany)	1982	University of Lucknow	50%

PROFESSIONAL EXPERIENCE	
UltraTech Cement Limited	June 1996 - Present
General Manager (Sales)	August 2013 – Present
Manager (Sales)	September 2003 – July 2013
<ul style="list-style-type: none">▪ Currently driving a business with annual sales volumes of ~150000 MT and average monthly turnover of ~ INR 760 million in Mehsana & adjoining areas of North Gujarat▪ Contributed to ~6X growth in annual sales from INR ~100 million to ~INR 920 million between 2013 to 2023▪ Overall growth in channel partners from 45 to 250 in Mehsana, Patan & Banaskantha and market share increase from 23% to 51% between 2013 to 2023▪ Closely collaborated with internal & stakeholders such as cross functional teams including marketing, finance, logistics, production, human resources & channel partners for several initiatives & projects as and when required.▪ Successfully planned and executed various tasks which were critical for achieving sales targets in the territory - sales budgeting & forecasting, driving channel partners & customer loyalty program, monthly reviews, customer complaint handling, collections as per DSO etc.▪ Leading ideation, planning and executing various initiatives to fuel the growth of company▪ Handled sales and marketing operations of other categories in the region – Building Product Division (BPD), Ready Mix Concrete (RMC) & UTEC▪ Achievements in other categories – 10% YoY growth in UTEC since 2018 and 100% sales targets achievement in every year since 2019, 15% YoY growth in BPD products since 2019 and 100% sales targets achievement in every year since 2020▪ Achieved a sales turnover of INR 250 million in RMC▪ Independently handled the non-trade cement business for UTCL in North Gujarat with annual sales volumes of ~85000 MT and turnover of INR 480 million.▪ Piloting and driving digital initiatives of company at customer and channel partner level – SFA Tool, Sales Schemes via Mobile Applications etc.▪ Achieved 100% transaction through RTGS thereby streamlining collections in entire sales territory.▪ Driving various promotional activities to effectively engage with various stakeholders within allocated budget – channel partners, customers, architects, mason meet, government officials etc.▪ Ensured regulatory compliance as and when required for the smooth sales operations in the territory	
Senior Officer (Sales)	June 1996 – August 2003
<ul style="list-style-type: none">▪ Handled a business with annual sales volumes of ~60000 MT and turnover of ~ INR 300 million in Saurashtra▪ Contributed to ~3X growth in annual sales from INR ~100 million to ~INR 300 million between 1996 to 2003. Overall increase in channel partner nos. from 30 to 120 in six years.▪ Was part of team responsible for setting up sales & marketing operations for L&T Cement (erstwhile name of UltraTech Cement Limited) in Saurashtra & Kutuch▪ Main tasks accomplished were dealer & stockist appointment, medium- and long-term sale plan for territory, demand generation activities, engaging with decision making influencers (masons, architects etc.) etc.▪ Piloted, driven & scaled up various initiatives which helped in increase the brand goodwill at customer level thereby translating	

into increase in sales volumes and revenues.

- Handled MIS for Saurashtra Unit – sales volume dashboards, collection dashboards and other reports to monitor and track performance and shared the same with regional and zonal leadership team for their actions.
- Achieved 80% transactions through RTGS/NEFT thereby streamlining collections in entire sales territory. This was highest among all sales territories in Gujarat.
- Closely collaborated with internal & stakeholders such as cross functional teams including marketing, finance, logistics, production, human resources & channel partners for several initiatives & projects as and when required.

Orient Cement Limited **January 1987 – May 1996**

Assistant Officer (Sales), Nashik **January 1987 – May 1993**

Assistant Officer (Sales), Kolhapur **June 1993 – May 1996**

- Established the sales & marketing operations from scratch in both territories.
- Main tasks involved were identifying high potential markets, market survey, distributor appointment, channel partners management, preparing sales plan for next three years, demand generation activities at customer level, market share analysis etc.
- Appointed 30 distributors between January 1987 to May 1993 in Nashik territory. Achieved a business of annual sales volume of ~30000 MT and turnover of INR 150 million in FY 1993.
- Appointed 40 distributors between June 1993 to May 1996 in Kolhapur territory. Achieved a business of annual sales volume of ~40000 MT and turnover of INR 210 million in FY 1996.
- Closely collaborated with internal & stakeholders such as cross functional teams including marketing, finance, logistics, production, human resources & channel partners for several initiatives & projects as and when required.
- Spearheaded the development of strategic channels, expanding market reach and enhancing product distribution efficiency.
- Diligently managed collections, optimizing cash flow and minimizing outstanding payments, resulting in improved financial stability.
- Successfully boosted sales by proactively cultivating a robust customer network, fostering lasting relationships, and driving repeat business.
- Driving various promotional activities to effectively engage with various stakeholders within allocated budget – channel partners, customers, architects, mason meet, government officials etc.

ACHIEVEMENTS AND ACTIVITIES		YEAR
Professional	'Long Service Award' awarded by UltraTech Cement Limited for successfully completing 25 years of service	2021
Professional	Best Territory Manager of the Year	2010
Undergraduate Degree Project	Completed the final year project on water pollution analysis which was sponsored by University Grants Commission (UGC)	1983

KEY SKILLS	
Professional	Stakeholder Management, Market Development, Distribution Channel Management, Commercial Excellence, Go To Market, Institutional Sales, Key Accounts Management
Technical	MS Excel, MS Power Point, MS Word, SAP
Personal	Adaptable, Teamwork, Leadership, Self-Driven, Curious

PERSONAL INFORMATION			
Languages Known	Hindi(R,W,S), English(R,W,S), Gujarati (R,S), Marathi (R,S)	Domicile State	Uttar Pradesh