

ABHIJEET PATIL

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Seeking opportunities in Sales & Marketing/ Customer Relationship Management with an organisation of repute in the Building Construction Material/Education/Banking/ FMCG/Telecom

An Overview

- ⇒ A competent professional with **over 15 years** of qualitative experience in marketing, business development, customer relationship management in Building Construction Material, Education & FMCG industry.
- ⇒ Proven track record of new market development, strategy implementation for deeper market penetration.
- ⇒ Domain expertise in managing the marketing & sales operations and implementing strategies towards enhancing market penetration, business volumes and growth.
- ⇒ An effective communicator with exceptional relationship management skills with the ability to relate to people at any level of business and management.

Areas of Expertise

- A. Sales/ Marketing/ Business Development:** Managing Sales & marketing operations for products thereby achieving increased sales/maximizing profit. Building brand focus, reviewing and interpreting market response to facilitate product growth. Identifying prospective clients, generating business from new accounts and developing them to achieve consistent profitability.
- B. Customer Relationship Management:** Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms. Attending to clients (individuals/corporates) concerns & complaints and undertaking steps for effectively resolving them. Interacting with the customers to gather their feedback regarding the products' utilities. Maintaining cordial relations with customers to sustain the profitability of the business.

Professional Experience

Samruddhi Industries

(Aug '21 - Sept '24)

As Marketing Manager

Description : They are running a mini cement unit at Bhankur near Kalaburgi, it has started its operations in Oct22 and started catering parts of North Karnataka and parts of Maharashtra.

Cement Production Capacity of 6.35 Million tonnes per annum.

Key Highlights:

- ⇒ Involved in plant installation and establishment activity.
- ⇒ Taking Care of Brand building, Sales & Collections of Respective Territory.
- ⇒ Maintaining PR with Dealers.
- ⇒ Keeping close watch on competitor Activity.
- ⇒ Handling Team of 2 Executives.
- ⇒ Launched the brand effectively and opened new markets.

Shree Cement Ltd**(June '20 - Aug '21)****As Deputy Manager**

Description : One of India's most sustainable and fastest growing companies that embraces varied perspectives, bias to action and continuous innovation to create happiness for all its stakeholders.

The world of Shree Cement is one without boundaries – changing and challenging every day. We make cement and through it we touch lives of millions of people every day. From the house you live in, the roads you to drive on, to the bridges you cross, we strive to deliver unparalleled quality through our customised products and value added solutions.

Since our founding year in 1979, we have been committed to the cause of sustainable, inclusive growth and this has been possible by building a culture that promotes continuous improvement, innovation, care and collaboration, through which we drive operational excellence in products, processes and people. This has made us a company that cares for its customers and has enabled us to serve markets across India and the Middle East. Shree Cement has a consolidated Cement Production Capacity of 44.4 Million tonnes per annum (including overseas) and a Power Generation Capacity of 742 Megawatts.

Our operations span across India and the UAE with 4 integrated plants in India, 1 in UAE and 8 Grinding Units. Shree Cement was also among the industry pioneers for the use of alternate fuel resources in the production of cement and today we have the highest installed capacity of Waste Heat Recover Power plants in the world, second only to China. While our past performance has been among the best in the industry we don't believe in resting on laurels since it breeds complacency. Instead, we take pride in a culture that encourages taking opportunities as challenges and pursuing them to build a competitive edge. And that enables us to continue to break new grounds, create new synergies and set new benchmarks.

Key Highlights:

- ⇒ Taking Care of Trade Sales & Collections of Respective Territory.
- ⇒ Maintaining PR with Dealers & Sub Dealers.
- ⇒ Keeping close watch on competitor Activity.
- ⇒ Handling Team of 2 Executives.
- ⇒ Appointed many new network & opened new markets.

Orient Cement Ltd**(May '18 - Mar '20)****As Area Sales Manager**

Description : Established in 1979, Orient Cement was formerly, a part of Orient Paper & Industries. It was demerged in the year 2012 and since then, it has emerged as one of the fastest growing and leading cement manufacturers in India. Orient Cement began cement production in the year 1982 at Devapur in Adilabad District, Telangana. In 1997, a split-grinding unit was added at Nashirabad in Jalgaon, Maharashtra. In 2015, Orient Cement started commercial production at its integrated cement plant located at Chittapur, Gulbarga, Karnataka. With a total capacity of 8 MTPA, they serve Maharashtra, Telangana, Andhra Pradesh, Karnataka and parts of Madhya Pradesh, Tamil Nadu, Kerala, Gujarat and Chhattisgarh.

The product mix includes Pozzolana Portland Cement (PPC) & Ordinary Portland Cement (OPC) marketed under the brand name of Birla.A1 – Birla.A1 Premium Cement and recently launched Birla.A1 StrongCrete.

Key Highlights:

- ⇒ Taking Care of Trade Sales & Collections of Respective Territory.
- ⇒ Maintaining PR with Dealers & Sub Dealers.
- ⇒ Keeping close watch on competitor Activity.
- ⇒ Handling Team of 1 on roll & 2 off role Executives.
- ⇒ Appointed new dealers and touched the ever highest sales.
- ⇒ Taken care of branch activities & administration.

Ultratech Cement Ltd**(Dec '14 - May '18)****As Territory Sales Executive**

Description : UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India. It is also one of the leading cement producers globally. UltraTech as a brand embodies 'strength', 'reliability' and 'innovation'. Together, these attributes inspire engineers to stretch the limits of their imagination to create homes, buildings and structures that define the new India.

The company has an installed capacity of 93 Million Tons Per Annum (MTPA) of grey cement. UltraTech Cement has 18 integrated plants, 1 clinkerisation plant, 25 grinding units and 7 bulk terminals. Its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka. UltraTech Cement is also India's largest exporter of cement reaching out to meet the demand in countries around the Indian Ocean and the Middle East.

Key Highlights:

- ⇒ Taking Care of Trade Sales & Collections of Respective Territory.
- ⇒ Maintaining PR with Dealers & Sub Dealers.
- ⇒ Keeping close watch on competitor Activity.
- ⇒ Handling Team of 05 Executives.
- ⇒ Leading CMA.
- ⇒ Proven good track record in engaging dealers in various activities and programs.
- ⇒ Expanded sub dealers network by implementing Retailers sales schemes effectively and productively.
- ⇒ Worked and behaved very responsibly as the market is very core and exclusive for company.

Century Plyboards (I) Limited**(Apr '14 - Dec '14)****As Senior Sales Executive**

Description : Century Ply is the first ISO 9002 company in India for veneer and plywood. Pioneers in Boiling Water Resistant (BWR) Decorative Veneer, seven-year, Powder-proof PF Plywood and the revolutionary, Non-leachable Fire Safe Plywood. It has been the front-runner in applying innovation at work. This simple philosophy has been the cornerstone of all our processes and technologies. It has led us to design and deliver contemporary lifestyle statements that have become synonymous with modern living. Our award winning products have been redefining Indian realty and bringing about a paradigm shift in the concept of living spaces. Century Plyboards (I) Ltd. (CPIL), our mother concern, came into existence in 1986. Since then, the company has taken giant strides and is today, the largest seller of multi-use plywood and decorative veneers in the Indian organized plywood market.

Key Highlights:

- ⇒ Taking Care of Primary & Secondary Sales of Respective Territory.
- ⇒ Recharged in active Dealers.
- ⇒ Attended many projects and converted them.
- ⇒ Conducted many influencer meets & mentioned a Close relation with them to generate the business.

Berger Paints India Ltd**(Sept '10 - May '14)****As Senior Sales Officer**

Description : Established in 17th December, 1923, the company then known as Hadfield's (India) Limited; was a small paint company based in Kolkata having its only manufacturing facility at Howrah, West Bengal to produce ready mixed stiff paints, varnishes and distempers. Post independence, towards the end of 1947, British Paints (Holdings) Limited, U.K

acquired Hadfield's (India) Limited and thus British Paints (India) Limited was incorporated. From a production capacity of 150 tonnes and sales turnover of around Rs. 25 lakhs in 1947, the company has come a long way to become at one point of time; a part of the worldwide BERGER group in 1983 and thereby acquiring its present name Berger Paints India Limited to having subsequently gone through further ups & downs as well as ownership changes to gain its present status wherein the majority stake is with Delhi based Dhingra brothers and business revenue more than Rs 2400 crs.

Key Highlights:

- ⇒ Taking Care of Sales & Marketing Activity and Brand Creation in the Entire Territory.
- ⇒ Handled team of 1 on role and 2 off role executives.
- ⇒ Achieved ever highest sales for consistently 2 years.
- ⇒ Setup a strong and result oriented network.
- ⇒ Cracked compotator's big performer and opened Bidar market.
- ⇒ Successfully launching and executing Company and Depot Schemes to get The Best Sales.
- ⇒ Stood First in UBS sales for more than a year in the Depot.
- ⇒ Attending IHB meets and presenting company's profile and products effectively to generate the sales.
- ⇒ Guiding customers by providing Previews of their building.
- ⇒ Handling customer queries and helping them in colour combinations.
- ⇒ Opened highest new counters in Depot's Talash Scheme.
- ⇒ Conducted many influencer meets & mentioned a Close relation with them to generate the business.

IDEA Cellular Ltd

(Mar '10 - Sept '10)

As Marcom Executive

Description : IDEA Cellular is a leading GSM mobile services operator in India with over 53 million subscribers, under brand IDEA. It is a pan India integrated GSM operator covering the entire telephony landscape of the country.

Key Highlights:

- ⇒ Taking Care of Marketing, Promotional Activity, Brand Creation and Management of Van Sale Activity in the Entire Zone (Bidar, Kalaburagi, Yadgir & Bijapur).
- ⇒ Launched around 25 new towns in Zone.
- ⇒ Successfully conducted 2 Idea Sambhrama in Zone.
- ⇒ Handled 3 VAN's activities by preparing PJP and monitoring sales of each van.
- ⇒ Got Idea Excellence award for achieving >40 activations in 15 day.
- ⇒ Achieved highest van sale in Karnataka.

NIFE

(June '09 - Mar '10)

As Branch Manager

Description : NIFE established in 1992 is one of the premier institutes in the country offering diploma courses in the field of Fire & safety engineering, Lift technology and Dental technology that are highly lucrative helping secure a great future for the aspiring candidate. The institute which laid its foundations 15 years ago has today turned into a prime centre of vocational learning with over 70 learning centres across the country.

Key Highlights:

- ⇒ Leading a Team of 5 Professionally qualified, inspired Youths in their respective Roles like Sales, Marketing, Operation & Finance, and Customer Relationship Management.
- ⇒ Achieved many milestones like stood first in North Karnataka in admission, collection and results for 3 months continuously.
- ⇒ Successfully handled queries of students.

Description : India's only B-School with Corporate Structure Outlook.

Key Highlights:

- ⇒ Leading a Team of 4 Professionally qualified, inspired Youths in their respective Roles like Sales, Marketing, Operation & Finance, and Customer Relationship Management.
- ⇒ First in Territory to close an admission enquiry of Executive MBA and Many Certificate Courses.
- ⇒ Conducted many Counselling Meets, Seminars and Competitions at Collages.
- ⇒ Taken care of administration, accounts, sales and all branch activities.

ProSoya Foods (India) Pvt. Ltd
As Senior Executive (Sales)

(Dec '03 - Dec'05)

Description : Pioneering in Sunrise Industry of new concept of Food Processing Called Soy.

Key Highlights:

- ⇒ Leading a team of executives, who are responsible for achieving Targeted Sales & Brand Building Activities.
- ⇒ Handled and generated sale from Food World, Fab Mall, Nilgiris & Big Bazar.
- ⇒ Introduced Products in many Institutions like Taj West End and Canteens at Software Companies.
- ⇒ Successfully Placed and introduced in many Retail stores.
- ⇒ Handled C&F.
- ⇒ Handled 02 Distributors.

Education

- M.B.A from Kuvempu University in OCT 2022.
- M.Sc. from University of Pune, Pune in MAY 2001.
- B.Sc. from SB College of Science, Gulbarga, under Gulbarga University Gulbarga, Karnataka in APR 1999.

Personal Details

Date of Birth : November 16, 1978
Languages : English, Hindi, Kannada & Marathi.
References : To be furnished on request

Place: Kalaburgi
Date: 02/01/2025

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