

CURICULAM-VITAE

MUKESH KUMAR SRIVASTAVA

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OBJECTIVE

Want to pursue a career in an organization of repute , where I can utilize my excellent knowledge of marketing skills and attitude towards a challenging career in growth oriented and leading any organization which offers a professional growth while being flexible, innovative and resourceful.

PERSONAL PROFILE :-

A management professional MBA in a high degree of business acumen resourceful innovative time and schedule oriented manager , Who maintain our grace and dignity under pressure and dependent interpersonal skill and positive attitude.

OVERVIEW

- More than 21 Year experience in building consumer preference & drive volumes, identifying & developing new streams for revenue growth & maintain relationship with channel partner to achieve referral business.
- Strong Knowledge of working in Chanel sales, Institutional Sales, Distributor sales, Project sales and Government Departments.
- Can handle administration activities, marketing activities & sales from private sector.
- An effective communicator with excellent relationship building & interpersonal skills, strong analytical, problem solving & organizational abilities, possess a flexible and detail oriented attitude.

PROFESSIONAL EXPERIENCE

Company	:	MODI HITECH INDIA LTD (MODI GROUP OF COMPNAY)
Designation	:	Regional Manager (UP West & Delhi NCR)
Duration	:	20THFebruary 2018 to till Date

Responsibility : To develop & allocate distributors / channel partners and monitoring primary and Secondary sales as per company policies and market needs.

- Handling sales (Pre & post sales) and exploring new business opportunities.
- To generate business directly (through Consumers) / indirectly (through Developing Dealers) as per market needs.
- To keep watch and to have closer look at the competitor activities and sophisticatedly as per competition & market needs.
- To handle Administration and Operations of company single handedly which comprises from order booking to timely dispatch of material / consignment our area.
- To Explore New Business opportunities & Generating Sales in Government Sector (Institutional Sales) as well Private sector customer.
- Presently, handling total marketing activities and achieve our sales target.
- Realization of payment from competent authority after dispatching of Material.
- Handling **4 people team** entire in our area.

COMPANY : **SEVEN SEAS PAINTS PVT. LTD**

(UP, UTTARAKHAND, PANJAB, HARYANA & DELHI)

DESIGNATION : **Regional Manager**

DURATION : 10th May 2013 to 08th February 2018

All type of INDUSTRIAL PAINTS (Synthetic Enamel, Epoxy, PU Paint) & POWDER COATING

Co-ordination with management as well as company and our clients.

Achieve monthly sales target.

Observing the customer complaints and take quick action in our area.

Self involvement and inspires colleagues our subordinate.

Product realization at customer end (JBM, Marcopolo, Prefab Industries , LG/SAMSUNG/VOLTAS etc.) order-dispatch

COMPANY : **MODI ARC ELECTRODES CO. (MODI GROUP)**

DESIGNATION : **Assistant Manager - Sales**

DURATION : 5th June 2007 to April 2013

PRODUCT : Welding Consumables (MMAW& GMAW)

- To keep watch and to have closer look at the competitor activities and act sophisticatedly as per competition & market needs.
- To develop & allocate distributors / channel partners and to monitoring primary and Secondary sales as per company policies and market needs.
- To generate business directly (through Consumers) / indirectly (through Developing Dealers) as per directives from Management
- To handle sales of **Western UP region** by developing distributor network in district region.
- To entertain the technical queries from consumers and demonstration of **welding consumables and machines** as per consumer needs.
- Achieving sales target which was given by management

ACHIVMENTS:-

IN FINANCIAL YEAR-2009-2010 ALL OVER INDIA 1ST TOP PERFORMER IN MODI GROUP (ELECTRODES and MACHINE DEVISION)

COMPANY : EUREKA FORBES LIMITED

DESIGNATION : Territory Manager

DURATION : 1st October 2004 to 31 May 2007

Products : Deals in **Water Purifier and Vaccum Cleaner**

KEY JOB RESPONSIBILITY

1. To manage corporate affairs and assist Market direct step door to door marketing.
2. Monitoring primary and secondary sales.
3. Build up strong relation with all Bharat Petrolia gas distributor and generate huge order like Offline & Online Water purifier and Vaccum cleaner.
4. Single handed which comprises from order booking to timely dispatch of material / consignment.

ACHIVEMENTS :-

Successfull launching in Jhansi and Lucknow , **Territory generating revenue “85 Lacs” single time It’s a biggest achievement through Bharat gas channel partner.** Total

Command of our Distributor and grip Eastern & Western U.P Territory. Develop new market and having a good knowledge of Primary and Secondary Sales.

IN PRIVATE / OPEN MARKET –

- To develop & locate dealers as per company policies and market needs.
- To generate business directly (through Consumers) / indirectly (through Developing Dealers) as per direction through Vice president & Marketing Director.
- Being Manager, handling sales of Haryana, U.P, Uttarakhand as well Delhi/NCR and successfully achieved target as prescribed by management.

COMPANY : SIDDHIVINAYAK FOOD LTD

DESIGNATION : Sales Officer

DURATION : 10th October 2000 to April 2002

PRODUCTS : Deals in Food Product (Brand name KALURAM)

KEY JOB RESPONSIBILITY

1. Achieving Sales target & Payment realization.
2. To make customer satisfaction by providing value Added services
3. Sales Promotion , Develop New Market , Create Brand awareness
4. Check Primary and Secondary Sales .

COMPANY : “AIRTEL” (BHARATI INFOTEL LIMITED)

COMPANY JOB PROFILE : TO sell Broadband and Land Line connection

DURATION : For 2 Months

DESIGNATION : Team Leader

PROFESIONAL QUALIFICATION:-

MBA from Institute of Informatics and Management Science (IIMS) from Meerut under U P Technical University Lucknow 2004.

SPECIALISATION :- Major- Marketing (Sales)

Minor- Human Resource Management

SUMMER TRAINING PROJECT : VARUN BEVERAGE LTD / PEPSICO LTD

DESIGN THE STRATEGIES FOR INCREASING RURAL MARKET AND TOWNSHIP AREA

Market study and “**Brand Comparison Pepsi to other soft Drink market**” Survey and sales potential in the Rural/Township **MATHURA** district.

RESEARCH PROJECT :- “ADVERTISING MEDIA RESEARCH”

ACADEMIC QUALIFICATION:-

B.Sc from Purvanchal University Jaunpur in 2000 (Math’s & Chemistry).

Intermediate (Math’s Group) from U P Board in 1996.

High School (Science Group) from U P Board in 1994.

COMPUTER KNOWLEDGE :-One year Honor’s Diploma in Computer Application (HDCA).

PERSONAL QUALITIES

Posses a strong personal initiative while motivating others for the same.

Meet people and exceed Business Objective.

Consolidate working relationship with team mates.

Efficient time management , Energetic and Dedicate our work.

Self Starter , Innovative Mind , Keen Learner and Willing to Travel.

PERSONAL INFORMATION

Father’s Name : Sh. Uma Shankar Lal

Date of Birth : 23 December 1979

Gender : Male

Nationality : Indian

Marital Status : Married

Address : House No:-347, Khushal Nagar Colony, Sector- B, Varanasi

I hereby declare that the above-mentioned details are as of today, complete and correct to the best of my knowledge.

Mukesh Kumar Srivastava

Place: Ghaziabad

Date:- 30/03/2025