

RESUME

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Nikhil S Gadkari

Senior Sales & Marketing Management professional with strong people management skills to lead and motivate large cross functional teams, having 22+ years of work experience in Sales, Marketing & Business Development functions with focused approach to drive profitable business growth and managing P & L in B2B/B2C Segments.

Current Employment

5th Oct 2020 – Till Date

- Organization : **Esdee Paints Ltd**
- Designation : Deputy GM – Business Development
- Reporting To : CEO & President
- No of Direct Reportees : 9 (RSM / ASM)

Key Performance Parameters

1. To achieve Sustainable business Growth of Industrial & Protective Coatings division.
2. Complete P & L responsibility, including account receivables
3. Customer relations in order to ensure sustainable long term business
4. Identify & explore new business opportunities
5. Identify business segments in untapped segments & increase SOB at existing customers
6. Price negotiations / increase implementations in line with company policies
7. To stay updated on competition activities & develop appropriate market strategy
8. Maintain high level of customer satisfaction with appropriate techno-commercial service alignment at minimum response time.
9. Effective cross functional coordination for smooth business transactions.
10. Aligning all required supports to sales team for effective conversion of pipe line projects

Key Achievements

1. New customer additions - 20 to 25 Nos
2. Revival of lost customers - 12 Nos
3. Price Revision (Corporate OEMs) - 3 Nos (TML, VECV, GODREJ)
4. Price Revision Non OEM - 15 Nos
5. Entry in new untapped business segments - Packaging, Container coating.

Sales Revenue generated through above Steps 1 to 5 – Approximately 50 Cr /Anum
Total Sales being handled in B2B Segment PAN India – Approximately 170 – 200 Cr

Key Business Segments responsible for

1. Commercial Vehicles Body Building
Examples - TML FBV 32 Vendors, Eicher FBV 4 Vendors, Antony Group, Hitachi Cash Management Systems 30 vendors
2. Bus Body Building – Various state corporations & Private Builders
3. Material Handling Equipments
Examples – Godrej & Boyce, Jost Engineering, Tata Hitachi, crane manufacturers
4. Agricultural & Construction Equipment s
Examples – Schwing Stetter Pvt Ltd, Agricultural Equipment manufacturers in Punjab
5. Drum & Barrel Industry
Examples – East India Drums & Barrels, Pushpanjali Drums Pvt Ltd, ABCD Drums Pvt Ltd, Krupa Containers Pvt Ltd, Gurukrupa Containers Pvt Ltd
6. Marine & Surface containers manufacturing industry
Examples – Adani , DP World, GE Containers, Concord, Agarwal Packers & Movers, Shriram Containers
7. Heavy Machineries & Infrastructure
Examples – BBM Heavy Industries, Pranav Constructions Systems Pvt Ltd, John Galt Pvt Ltd, J Kumar Infrastructures
8. Underbody / Leaf springs manufacturers
Examples – Mack Springs India Pvt Ltd, Friends Suspensions, Jamna Auto, Bhasin Springs Pvt Ltd

Above list is just for indication purpose.

Complete PAN India customer list will be exhaustive including many more segments.

Previous Experience - 1

Feb 2016 – September 2020

- **Organization** : Chembond Material Technologies Pvt Ltd
- **Designation** : National Sales Manager – Industrial Coating Business
- **Reporting To** : Managing Director
- **No of Direct Reportees** : 06

Key Performance Parameters

1. Overall P & L accountability of division Sales performance for industrial Coating product line.
2. Designing & implementation of sales strategies for sustaining existing business & expansion.
3. Ensure pricing strategy to maintain product margins & Division Profits.
4. Setting of annual & monthly sale targets for Sales team / Periodic performance

5. Active involvement & support to Sales team in all relevant business activities.
6. Monthly Forecasting & ensuring forecast efficiency minimum 65 – 70 %
7. Business growth plans through Healthy project pipeline & movement of projects.
8. Cross functional management with various business functions in view of effective conversions of pipeline projects & minimizing Sales cycle time.
9. To maintain customer relations by appropriate engagements with Key Customers.
10. OSMI (Obsolete Slow-Moving Inventory) Liquidation / consumption actions.
11. Account Receivable

Previous Experience 2

Oct 2011 – January 2016

- **Organization** :AkzoNobel India Ltd.(Automotive & Aerospace Coatings Division)
- **Designation** : Regional Technical Service Head , West region
- **Reporting To** : National Technical Service Manager & RSM –West (Dual Reporting)
- **No of Direct Reportees** :09 (All Regional technical team members)

Key Performance Parameters

1. Technical responsibility of sustainability of Car Refinish business in West India.
2. To support existing refinish business by organizing proactive techno-commercial support & by handling customer complaints in co-ordination with OEM.
3. To present & discuss periodic Body shop financial analysis reports with body shop owners jointly with Sales team & channel partners.
4. Cohesive working with Sales team & channel partners for business growth.
5. To conduct trainings organized by OEM's / Dealerships for improving product knowledge, application skill, system knowledge of the end users.
6. VAS (Value Added Service) execution.
7. Solely responsible for conducting Regional level trainings for existing & new customers.
8. Support Sales team to generate orders for monthly target accomplishment.
9. Day to day material management support to the existing customers.
10. Dealer management & Technical support

Key Product Portfolio Handled.

Full range of Automotive Refinish Coating system

Key Business Segments Handled.

1. Automotive Refinish Body Shops (B2B) – Drive business with approximate 225 Refinish body shops across West region– Maharashtra, Goa, Gujarat & MP
 2. Retail Segment (B2C)- Drive business with approximate 500 Refinish dealers/ distributors across West region– Maharashtra, Goa, Gujarat & MP
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Previous Experience -3

May 2006 – September 2011

- **Organisation** : **M/s. Henkel Chembond Surface Technologies Ltd.**
- **Designation** : Asst. Manager – Technical Sales & Business Development
- **Reporting to** : AGM – Technical Sales

Key Performance Parameters

1. Techno-commercial business support to existing customers.
2. Technical documentations.
3. Cohesive working with channel partners in view of retention / expansion of business.
4. Active support to the NPD & evaluation activities.
5. Active involvement in New product launch, technical trials & approval at customer end

Key Product Portfolio Handled.

1. Full Range of Metal Pretreatment Chemicals.
2. Metal Forging chemicals
3. RPO and Lubricants
4. Steel & Coil Coating chemicals

Key Business Segments Handled.

1. Automotive OEMs—(Example –Tata Motors, General Motors, TVS, Bajaj ETC)
 2. Automotive OEM Vendors
 3. Steel & Coil coating industry
 4. Worked closely with Channel Partners / Dealers for profitable business gains.
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Previous Experience 4

December 1999 – May 2006

- **Organisation** : **M/s. Kansai Nerolac Paints Ltd.**
- **Designation** : Sr. Officer – Technical Service / R & D
- **Reporting to** : Chief. Manager

Key Performance Parameters

1. R & D and customer service team member.
2. Periodic analysis of OEM customer line samples & technical suggestions for restoring parameters.
3. Evaluation of Raw Material samples received from various suppliers in view of Cost Reduction, Indigenization. The raw material samples required to be evaluated against Standard, in terms of Physical / Chemical properties, Stability in formulation, application & performance properties of finished product, Cost impact on formulation& also on overall sale volume of concerned product categories.

4. Customer complaint handling & to provide day to day product performance / quality support.
5. Up-gradation / Customization of products to meet customers' specific performance requirement. Lab trials / Evaluation of such upgraded products before online pilot trials & implementation.

In-Plant / Project Trainings

1. **Naval Material Research Laboratory(NMRL) – Ambernath / Naval Dockyard (Mumbai)**
Marine Antifouling paints – Formulations, Testing, Dry Dock applications, Performance.
2. **L & T –Powai**
Daily People Management & planning for Switch Gear division to streamline painting operations to achieve timely completion of production targets.

Academic Qualifications

- Passed Diploma In Paints Application Technology from GICED, Mumbai University in 1999
- Passed B.Sc (Chemistry) from Mumbai University in 1997.
- Passed Diploma In Business Management from Welinkar Institute in 1999

Personal Details

Name : Mr. Nikhil S Gadkari
Date of Birth : 01/01/1977
Marital status : Married
Residence : Badlapur
Languages : English, Hindi, Marathi

Business Strengths

1. Ability to lead, manage, motivate & guide the Team towards common objective.
2. To identify improvement areas & development plans for team.
3. Customer relations - Maintaining good business relations with all levels at customers, especially with decision makers.
4. Techno-commercial business Acumen with Quick Learning abilities, Positive attitude & negotiation skills.
5. Willingness to accept responsibilities & strive to achieve stretched business Goals.
6. Good & effective business communication Skills.
7. Proven performance track record.

Date : 08.02.2025

Place : Mumbai (Maharashtra)

Nikhil S. Gadkari