

Manish Singh Thakur



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OBJECTIVE:

To be associated with a progressive organization which provides scope to enrich my skills and experience and at the same time I can provide value addition to the organization growth.

Professional Profile:

An adapted professional with more than 8 years of experience in Building Material Industry and presently associated **with M/s Somany Ceramics Limited** as an **Area Sales Manager** based at Hyderabad and handling Telangana and AP State.

Key Competencies

- **Business Development:** Identifying and developing potential clients in the target markets ensuring maximum customer satisfaction by providing service with excellence.
- **Channel Management:** Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach. Targeting high weighted reach counters and ensuring increased extraction thus by counter share and market shares.
- **Planning and Execution:** To provide support to the Distributor in bottoms up planning and executing with the defined strategy to deliver the planned objective in month-wise and yearly.
- **People Management:** Supervising, monitoring, controlling the team by providing guidance and training which will impact the team performance for higher results.

Organizational Experience:

March'2017 to till date with Somany Ceramics Ltd. (Faucet Vertical)

Job Responsibilities

- Managing the distribution network in terms of Numeric and Weighted Reach to strengthen the business
- Appointing New Channel Partners in identified potential markets
- To ensure the Health of the Distributors by monitoring the secondary sales by Beat wise and Retailer wise, thus ensuring better ROI of the distributors
- Monitoring and controlling the team by providing training and working along with them for giving OJT which will foster the team environments that results high performance culture.

- *Responsible for executing BTL activities in the region in coordination with the Corporate Marketing Team*
- *Project coordination for material supply with clients and distributors.*
- *Meeting contractors and Carpenter*
- *Attending to customer issues*
- *Competition conversion*

Key Achievements

- *Appointed 2 new Channel Partners within 2 months after joining who are contributing more than 15% of volumes.*
- *Initiated Direct Dealers strategy for faster penetrations in Hyderabad City which was well appreciated by Management*
- *More than 8 new retailers have been added to the system from the gap towns like Vijaywada, Vizag, Tirupathi, Ananthpur, nellore and Warangal.*

May 2016 to December 2016 with Birla Shakthi Cement for new division (B.K Birla group)

September'2014 to May'2016 with Hyderabad Industries Ltd (C.K Birla group)

Responsibilities:

- *New Product (Aerocon CPVC Pipes & Fittings) placement in the Hyderabad & Telangana Market.*
- *Monitoring the sales performance of dealers.*
- *MIS preparation - monthly weekly and daily basis.*
- *Setting up monthly, quarterly targets for dealers, super stockiest and sub dealers.*
- *Stockiest appointment.*
- *Depot management.*
- *Project coordination for material supply with clients and distributors.*
- *Meeting contractors and plumbers*
- *Attending to customer issues*
- *Competition conversion*
- *Designing monthly sales schemes for the channel partners (distributors, stockiest and retailers).*
- *Ensure settling of claims against previous month trade schemes that the distributors submit monthly / bi-monthly.*

Achievement:

- *Appointed 4 new Channel Partners within 1 year after joining.*
- *Initiated Direct Dealers strategy for faster penetrations in Hyderabad City which was well appreciated by Management*

May 2011 to August 2014 with M/S Pidilite Industries Limited (Fevicol Division)

Career Progression at M/S Pidilite Industries Limited.

- 2012-2014: Sr. Sales Officer (Hyderabad)
- 2011-2012: Territory Sales In charge (Hyderabad)

Responsibilities

- Project coordination for material supply with clients and distributors.
- Meeting contractors and Carpenter
- Attending to customer issues
- Competition conversion
- Stockiest appointment
- Setting up monthly targets for the distributors in the area.
- Designing monthly sales schemes for the channel partners (distributors, stockiest and retailers).
- Ensure settling of claims against previous month trade schemes that the distributors submit monthly / bi-monthly.
- Sales forecasting of paint products.
- Reviewing of products.
- Market research about competition and new products
- Enable consumer product trial/sampling.
- Conducting meetings for new product, followed by placement drive.
- Monitor the performance of distributors, preferred retailers, & take corrective actions.
- Ensure Secondary placement & Target achievement for adhesive, paint and direct marketing products through Distributors.
- Continuously provide On-Job-training to off role team.

Achievements

- Achieved increase in sales after re-negotiating with existing dealers.
- Good customer relations.
- Own one awards for achieving targets for given period for a particular products like Fevicol SR Foam Fix.
- Achieve the targets in given task period
- Achieved highest sales value & PWG growth in the region.
- Achieved highest sales in new products –Marine, Speedx & Terminator.

April, 2009 to December, 2010 with Kompuseve (Authorized Apple Product distributor) as a sales officer off role.

IT Skills:

Proficient in Computer tools like MS Excel, MS word, MS PowerPoint, and other Office Tools.

Educational Qualification

- **POST GRADUATION:** Completed PGDBE (Marketing) from Wigan & Leigh India in the year 2009.
- **GRADUATION:** Completed B.Sc. with specialization in Biotechnology, Microbiology & Chemistry from Osmania University in the year 2006.
- **INTERMEDIATE:** Completed intermediate from C.M.Science College in the year 2001, Bihar Intermediate Council.

Personal Details:

Father's name	: Pramodanand Singh Thakur
Date of Birth	: 27/02/1985
Sex	: Male
Marital Status	: married
Nationality	: Indian – Hindu
Languages known	: English, Hindi, Maithili, Telugu
Permanent Address	: Saraswati Vihar Bankers Colony Laxmisagar Darbhanga, Bihar Pin code-846004.

Declaration:

I hereby declare that above written particulars are true to the best of my knowledge.

Date:
Place:

(Manish Singh Thakur)