

EDUCATIONAL QUALIFICATIONS

Qualification	Name of University/Institute	Year of passing
MBA (Marketing)	ICFAI University, IBS Hyderabad	2016
B Tech. (Electronics and Communication)	Maharishi Dayanand university/Aravali college of Engineering & Management (A.C.E.M.), Faridabad	2012

SKILLSET:

- Sales and Marketing
- Customer Relationship Management
- Data & Market Analysis
- Team management
- Market Research

PROFESSIONAL EXPERIENCE

1. Company : Avaal Technology India Pvt. Ltd.

(Feb. 2020 – till date)

Designated as: Business Development Manager

Key Responsibilities

- Creating awareness about transport management software in Indian trucking industry
- Promoting the brand in the trucking industry by designing marketing strategies and promotional offers
- Responsible for business development in India by acquiring new accounts
- Competitor analysis to enhance existing product portfolio
- Market research about the needs and demands of the industry and working in close coordination with product team for new product development
- Handling end to end sales cycle from lead generation to sales signoff

2. Company: Holiday Tripffee

(Sept. 2017-Feb. 2020)

Designated as: Founder

Key Achievements

- Catering to various corporate groups and college students including foreign students.
- Maintaining the quality of services
- Customers opting to travel repeatedly with the company.
- Provided multiple travel options to various age groups.
- Achieved average revenue generation of 2-3 lacs/month.
- Expanded from a team of 2 to 5

Key Responsibilities

- Handling the Sales, marketing and most of the operations part for the company.
- Lead generation via social media, newspaper advertisements, college visits, school visits, institute visits.
- Digital Marketing via Google Adwords, Facebook and Instagram
- Maintaining good relations with various channel partners
- Tie ups with as many hotels, resorts, and local vendors as possible.
- Setting new targets every month and achieving them month after month
- Devising promotional strategies to increase sales
- Collecting feedback from customers, and correspondingly increasing customer satisfaction index

3. **Company:** ICICI Lombard
(April 2016-August 2018)

Designated as: Sales Manager

Key Achievements

- A proven track record of developing new business and motivating a team to consistently exceed targets.
- Handling all HNI home loan customers of ICICI Bank.
- Develop relationships across targeted accounts.

Key Responsibilities

- Leading the entire team of Delhi/NCR of bank mortgage counselors, directing & guiding them towards sales targets, generation of new leads.
- Working in close relationship with them to achieve the sales targets.
- Responsible for maintaining professional relationship with Branch Managers and Relationship Managers of ICICI Wealth branches across Delhi-NCR.
- Manage the partner relation and co-ordinate internally with various functions to ensure efficient delivery of day to day service requirements.
- Product positioning in order to capture the existing insurance market to its full potential.
- Reporting to Area Sales Manager for Daily and Monthly reports of Sales, Target Achieved and Target setting.
- Monthly visits to the ICICI wealth branches in Delhi/NCR.
- Weekly reviews on targets and achievements till date and future planning.
- Day to Day sales track, Monthly targets and estimations of monthly sales.
- Maintaining data for Unit penetration and Value penetration.

4. **Company:** Wipro
(December 2013 – April 2014)

Designated as: Associate, Customer Service (Fixed line products of Airtel)

Key Responsibilities:

- Handling Airtel technical Titanium customers. Products include fixed line, DSL and IPTV.
- Inbound voice process.
- Handling and fixing queries of fixed line and broadband customers over the call.
- Assignment of field work to other employees.

5. **Company:** Crompton Greaves Ltd
(October 2012 - June2013)

Designated as: Business Development/ Sales Trainee – Lighting Department

Key Responsibilities

- Market Survey of Supply/Demand and promotion of lighting products throughout West Delhi.
- Feedback from retail sellers, customers and distributors.
- Map potential customers and Identifying and generating leads for the organization.
- Identify sales leads, pitch products or to new clients and maintain a good working relationship with new as well as existing contacts.
- Keep a check on the competitor's products and pricing.
- Day to day survey regarding the market requirements.
- Planning and overseeing new marketing initiatives.
- Contacting clients to inform them about new developments in the company's products.

MBA INTERNSHIP

- **Project:** Study of "BGI Model for ITC PCP (Economy soaps) in North India"
- **Company:** ITC Ltd. Gurgaon
- **Company Mentor:** Mr. Rahul Gandhi (Regional Sales Manager - North)
- **Scope of Study:** The project aims to segment the Northern District geography of ITC into micro-segments for each of their product categories and to be able to identify districts and sub-districts where sales and distribution efforts for popular soap categories of ITC need to be sharply focused on.
- BGI Model, stand for **Brand Geography Infrastructure Model**, in the most basic terms, can be defined as a study to analyze performance of various brands and infrastructure efficiencies in macro geography using distribution parameter like Value, **Market Share Value (M.S.Value)** , **Weighted Distribution (W.D.)**, **Share Among Handlers (SAH)** and **Stock Turnover Ratio(STR)**.

GRADUATION PROJECT/ SUMMER TECHNICAL TRAINING

- **Major Project:** Designed a "DTMF based Robot using Microcontroller 8051".
- **Mid Term Internship:** Study at Tata Communications Ltd., New Delhi

ACHIEVEMENTS/ACCOMPLISHMENTS

- Nominated for best SIP (Summer Internship Program)- ICFAI Business School, Hyderabad 2015.
- Captain of the winning football team and sports coordinator at the inter college fest 'IGNEOUS', 2012.
- First prize holder in inter college **LAN Gaming**, 2011
- **Volunteered for CWG in New Delhi**, 2010: Technology Venue Assistant at 'Siri fort Sports Complex'.
- An active participant and a merit holder in debates and singing competition at school level.