

RESUME



KCC-002 1504,
JP Greens Wish Town,
Sector-134, NOIDA - 201304
GB Nagar, UP, INDIA
Tel: +91 9582230049
E-mail: kgrohilla@gmail.com

Languages known: English, Hindi
Birth Place- Rajasthan
Passport No: K3914487
Passport Expiry: 08/03/2022
Travelling: A Lot

Krishan Gopal Rohilla

PERSONAL INFO:

Date of Birth: 26th Jun 1974

CAREER OBJECTIVE: To continuously learn and develop my professional and personal skills for the fulfilment of Organizational and Personal goals. I desire a career which is always upward with ample opportunities for growth. I seek an organization which uses my abilities to the fullest while providing wide ranging exposure and responsibilities;

Personal Traits:

B.E Civil with 19 yrs of qualitative experience in Business, Direct and Distribution(B2B & B2C) Sales Management, Key Accounts Management, New Market Development, Business Relationship, Material & Logistics and Team Management in **Building Material Industry** – Cement & Ready Mix Concrete and Construction Chemicals;

PROFESSIONAL EXPERENCE:

- ACC LIMITED** **-Oct'19-Present**
Designation: **Manager-Region Business & Retail** for Himachal, Haryana/Delhi-NCR, MP & Rajasthan;
 - Handling and Develop franchise Partners in the region with total turnover of 1Cr per Month; Expending the Franchise partners and Distribution network and also appoint the new Franchisee and Distributor in the new market;
 - Handling the Primary and Secondary Sales, Plan visits for secondary market to provide the support for generating the demand & revenue;
 - Providing Technical and sales supports;
 - Plan and creating the awareness activities and the sales promotional activities to achieve the target with Dealers/Architects & Contractors and mesons for the assigned area;
 - Market penetration through developing new distributors who has having the great relationships in the industry;
 - Accountable to analyze business potential, conceptualize & execute strategies to drive sales and responsible for Enable business growth by appointing, developing and managing a network of Distributors and dealers to accomplish set revenue and business targets;
 - Managing & monitoring the overall functioning processes, identifying improvement areas and implementing adequate measures to maximises customers satisfaction level;
 - Monitoring and taking adequate measures to ensure timely receipt of payment and collection from partners to maintain a healthy working capital flow;
 - Taking the feedback and having words with customer as a after sale services;
 - Handling the Key Account of the assigned territory;
 - Creating healthy and safe working environment at work place;
- Prism Johnson Limited, Delhi NCR;** **-Jul'2016- Sept'19;**
Designation: Branch Manager – **Business, Delhi NCR**
 - Managed Business for assigned branch with two RMC plants;
 - Handled the turnover of Rs.3 Cr. Per month against production of 8000 CuM/PM.
 - Implemented of sales strategies, Evaluating profitability margins and buyer trends;
 - Responsible for increase the customer base specially IHB & SOW;
 - Handled almost 50+ Customers and Plant Team of 30 personals mainly of Sales, Operation, Production & Quality;
 - Conduct Sales Review Meeting and discusses the MIS;
 - Identify new markets and tap profitable business opportunities in upcoming new markets in the region;
 - Monitored resource planning, Sales & brand promotional activities for creating awareness about RMC special products- Megacrete, Dyecrete, Easycrete, Perviouscrete etc. among influencers, IHB, private builders and state government departments;
- Sika India Pvt. Limited, Delhi NCR;** **-Oct' 2014: Jun 2016;**
Designation: Dy. Manager – **Technical Sales;**
 - Handled the direct and distribution sales of Rs.1.50 Cr. through all major dumps of Delhi NCR and Rajasthan;
 - Responsible for Specifications and product approval- Get the product approval and won the orders;
 - Responsible for generate the revenue - Won the order of 5500MT Concrete Additives From Navayuga Engineering;
 - Made presentation to promote new products and specifications; Conduct Trials and Demo;
 - Managed and conducted the meet and training program Applicator, customers and distributors;
- L & T Construction Ltd. (B&F), Rohtak;** **-Sept' 2011 : Sept' 2014;**

Designation: Astd. Const. Manager – **Casting Yard, Lab & Dedicated RMC Plant;**

- Responsible for dedicated site batching plant as production, operation, logistics and plant team;
- Produced on average 7000 CuM per month of concrete for the site;
- Implemented the Quality Site Plan at project sites;
- Monitored quality control of concrete in terms of Inspections & approvals with raw material;
- Monitored all the raw material tests and concrete tests;
- Maintained adequate levels of all supplies and products -fuel, cement, admixtures, fiber mesh, etc;
- Organized and carried out the internal audit function including the preparation of an audit plan, scheduling and assigning work and estimating resource needs

5. ACC Limited, Gr. Noida;

-Jan 2007 : Aug' 2011;

Designation: Deputy Manager – **Sales & Marketing;**

- Handled the turnover of Rs.1.5 Cr. per in the markets of Noida, Gr. Noida, Ghaziabad & Delhi;
- Handled 30 Customers and Key accounts, with 8% IHB. Conducted B2B Meeting with concerned Influencers;
- Responsible for increase the customer base, IHB & SOW. Achieved 25 % of conversion from SMC to RMC;
- Monitoring and taking adequate measures to ensure timely receipt of payment to maintain a healthy working capital flow and DSO;
- Focused on VAP to customers and also provide the total solutions & support to the customers;
- Identifying and exploring new market and tapping profitable business opportunities to grab the share;

6. Grasim Industries Limited (UltraTech), Noida;

-Jun' 2001: Jan' 2007;

Officer – **Sales & Marketing;**

- Handled the average monthly sale of Rs.90 Lacs;
- Identifying and exploring new market and tapping profitable business opportunities;
- Monitoring and taking adequate measures to ensure timely receipt of payment to maintain a healthy working capital flow and DSO;
- Responsible for increased customer base, IHB & Share of Wallet;
- Focused on converted customers from SMC to RMC;
- Negotiating Prices and handled the complaints and enquires of the customers;
- Collecting and analysing the market information, Maintained market Data;
- Coordinate with the cross functional team;

7. Landmark Build well P. Limited, Delhi;

-Aug' 1998: April'2001;

Site Engineer – QA/QC

- Implemented all the Quality Site Plan at project sites;
- Managed quality control activities in terms of Inspections & approvals;
- Prepared ITP and conducted all the raw material tests, Checklists. Work method statements and testing formats for Laboratory and Project.
- Conducted Design Mix trial and kept all the records;
- Coordinated administration of Contracts with local suppliers and sub-contractors.
- Monitoring day-to-day progress, schedule, and services, stock and testing of materials in Plant, including concrete, cement and raw materials.
- To ensure that correct testing procedures are adopted;

KEY COMPETENCIES:

- Business Development, Sales & Marketing, Key Account, Financial Aspects, Plant Management;
- Training & Development;

EDUCATION:

- B Tech Civil Engineering in 2013 from Shree Dhār University, 1st div.
- Diploma in Civil Engineering in 1998 from VTI, Rohtak, 1st div.

At present as a area manager business, I am overall responsible for making my assigned territory profitable and report to national vertical Head. My primary duties include developing new franchises, channel and generate revenue. Educate the customer thorough meet and training program and educate them regarding the Franchisee, Innovative Ideas. Focus on complete customer's satisfaction by offering best suited solution, services, safe working environment and quality product all the time to them;

(K.G. ROHILLA)
Noida