

RAJAY KUMAR

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PURPOSE STATEMENT: Seeking assignments in Sales & Marketing (customer centric) in an organization of repute.

PROFESSIONAL SYNOPSIS

- ✓ **Rich and dynamic experience of 27 years in Steel Marketing-Flat & Long Products**, which includes sales of products such as HR/CRCA/GP/GC/Colour coated products & TMT Re-Bars (Sales Planning, Sales, Collections, Managing, and developing clients, Channel management and handling key account functions independently).
- ✓ **Last worked with Asian Colour Coated Ispat Limited (ACCIL) as Asstt. General Manager- Marketing.** Present job profile involved Sales of Coated Products (GP/GC/Colour) to Trade Customers in the state of Madhya Pradesh, Nagpur & Chattisgarh.
- ✓ **Till 31st March-16 worked as Sr. Manager-Retail @ JSW Steel, looked after All India Distributor Appointments, new shoppe & Explore roll outs. This includes prospecting, screening and appointments of new distributor across Pan India for all Flat and long Steel Products with generating volumes.**
- ✓ Possess expertise in skillfully managing all aspects of Key Account Management, Product Management, Sales Planning of States, Sales Management (for all JSW Plants in South & Maharashtra), and Sales through Excise Depot, Logistics and Support functions. Short listing & appointment of new dealers / shoppes.
- ✓ Effective communicator with skills in interfacing with clients, suggesting viable product range, cultivating relations with them for securing continuous business and ensuring quality delivery of products in time to the clients as per their expectations.

EXPERIENCE, ORGANISATIONAL DETAILS & PRODUCTS HANDLED (Previous to Present, details as per sheet attached)

1. Worked for Ispat Industries as Sr.Officer (Marketing) for 14 years (1989-2003) mainly Hot Rolled Coils/Sheets, Galvanised Sheets/GC SHEETS/CRCA/COLOUR COATED TO OEMs, WHITE GOODS / APPLIANCE INDUSTRIES.
2. Worked for Steelco Gujarat Ltd., Baroda as Manager – Marketing for 18 months (2004-2005) Products sold : GP/GC/CRCA (Flat Steel Products)
3. Worked for Essar Steel Ltd., as Manager – Marketing, at Ahmedabad Branch for 14 months (2005-06) for marketing of GC SHEETS.
4. Worked with JSW Steel Ltd., at Mumbai Corporate Office from October 2006 to November 2016 as Sr. Manager-Sales & Marketing and handled sales of Coated Products (GPSP, PPGI, PPGL, Galvalume) from HO. Joined JSW in October-2006 and following are the details of accounts handled within JSW Steel based at Mumbai :
 - October-2006 to 31st March-12 served as Branch Manager at Indore (MP) which primarily involved sales of HR/CRCA/GP/GPSP/COLOUR COATED products to Auto majors, White goods industries, application engineering & Cold Rollers from Indore Branch.
 - During tenure at Indore (MP) as Branch Manager, was responsible for sales of GPSP/CRCA/HR Sheets & Coils to all auto majors & cold rolling units at Indore. :
 - Transferred to Mumbai with new responsibility as Area Manager (West & Central) w.e.f., 1st April-2012 as till 31st March-2014, handled HR/CRCA/Coated Products & Sales of TMT Bars in Maharashtra, MP, Chattisgarh, Bihar, Jharkhand & Orissa states respectively with business and sales volumes reached to new levels.
 - From 1st April-14 to Aug-15 assigned new roles and responsibility for Sales in West Zone for Coated & TMT Bar respectively which includes states like Maharashtra, Gujarat & Rajasthan.
 - From Sept-15 to March-16, looked after responsibility of Distribution & Channel Development including new SHOPPE CONNECTS, SHOPPE & EXPLORE for Pan-India for all Flat and Long Steel Products. Profile in channel management initiative are as per following :

Distribution & Channel Sales Development including Branding in Long & Flat Products (TMT/GP/CC/HR) - HO, MUMBAI (Sept -2014 to March-2016)

- Responsible for PAN INDIA appointment of district-wise dealer under distribution model, right from prospecting to appointment of distributors.
- Targeting and Prospecting distributors for appointment in district location Pan-India. Roll out of Shoppe, Explore and Shoppe Connects with Branding initiative at the Retailers level and converting them as branded outlets as a JSW company outlet..
- **Visiting "PAN INDIA" retail outlets for prospecting & understanding the customer's buying and selling patterns and businesses. Shortlisting and appointment of distributors Pan-India.**
- Data analysis of Retail outlets as given by JSW authorized distributors at all INDIA level.
- Working with Strategy& (formerly known as **BOOZ & Company**) who is a renowned strategists & consultants.
- Identifying new Distributors and Retail outlet across PAN INDIA.
- Capturing all data regarding competitors' marketing activity for promotional and marketing activities.
- Roll out of Company Retail Out let : Shoppe, Explore & shoppe connects on Pan-India basis.
- Coordination with BM's, TI's, TSO's, and DSR's for necessary activities and marketing feedback.
- Coordination with marketing team to execute JSW Shoppe & explore Roll out through agencies on All India basis.
- Achieved Sales of 2,46,000 MT of Sales Volumes by appointment of 70 New Distributors in 2014-15 .
 - From April-16 to October-2016, looked after OEM sales of GPSP (Zero Spangle) through channel partner (GRV Steels) to all major white goods & appliance industries, electrical panel manufacturers, roll formers, dish antenna manufacturers. Some of the Major customers include LG Electronics & its vendors, SAVERA Group, Videocon, Kruger Ventilations, Amber Group, Blue Star & IFB. In addition to this, looking after sales of GP to Pipe & Tube Manufacturers for entire southern region from HO through Regional Branch Offices.

5. Last Worked as Asstt. General Manager – Marketing with Asian Colour Coated Ispat Limited, Khopoli Works from December-2016 to 31st March 2018 and was looking after coated sales (GP/GC/Colour) at Madhya Pradesh, Nagpur & Chattisgarh respectively in Trade Markets & OEM Markets.

Key Functional Areas :

Business Development & Marketing

- ✓ Identifying new streams for revenue growth & developing marketing plans to build consumer preference.
- ✓ Utilizing market information for generating leads especially in Auto Sector and application engineering. Evolving market segmentation & penetration strategies.
- ✓ Developing relationships with key decision-makers in target organizations for business development.
- ✓ Interfacing with clients for obtaining feedbacks, suggesting the most viable solution and cultivating relations with them for securing repeat business.

Key Account Management

- ✓ Building good rapport and relationship with existing customer.
- ✓ Prospecting new account and generating business from them by way of customer centric approach.

Noteworthy Contributions:

- ⇒ Headed Indore Branch of JSW Steel Ltd., which has got turnover of more than Rs.500 Crores per annum.
- Was able to achieve more than 100% of the target month after month since rejoining JSW Steel Ltd.
- Increased the volume of business and registered growth about 35% in Indore Region in the year 2008-09.
- Achieved newer heights with sales jump in Retail Businesses in Eastern India, Maharashtra, MP & Chattisgarh respectively through distribution network. Recorded average sales of about 12000 MT per month in this region.
- Achieved successfully 2,24,000 MT of sales in 2014-15 from appointed new distributors.
- Increased sales volume from 250 MT to 1500 MT in last six months in NON P&T Segment & increased sales of P&T segment in GP Plain Coils.

ACADEMIC CREDENTIALS (As per detailed Sheet Attached) :

1992	Passed six month Diploma Course in Computer Operations from Board of Vocational Studies, Mumbai
1991	Post Graduate Diploma in Marketing & Sales Management from Bhartiya Vidya Bhavan, Nagpur
1988	B.com from G.S.College of Commerce & Economics, Nagpur with distinction in English and Comm.Practice
1985	Higher Secondary From Saraswati Vidyalaya, Nagpur (MS)
1983	Senior Secondary From Saraswati Vidyalaya, Nagpur (MS)

PERSONAL DETAILS

Date of Birth : 2nd October 1964 (Nagpur, Maharashtra, India)
 Present Address : C-1401 Crown Imperial Towers, Plot No.7, Sector-20, Roadpali-Kalamboli-410218 MS
 Name of Father : Late Mr. Ravindra Kumar
 Languages Known : Read/Write/Speak : (All three languages) : English, Hindi & Marathi
 Last Salary Drawn : CTC of Rs.15 Lakhs PA

EDUCATIONAL QUALIFICATIONS :

Year	Degree / Certificate	Institute	Division
1991-1992	Post Graduate Diploma in Marketing & Sales Management from BHAWANS, Nagpur	Bhartiya Vidya Bhawans Dr.Rajendra Prasad Institute of Communication & Management, Mumbai	IInd Class (53.20%)
1991	Diploma in Computer Operations from Maharashtra Board	MS Board of Vocational Examinations, Mumbai	Ist Class (65.00%)
1986 - 1988	Bachelor of Commerce (B.Com) from Nagpur University	G.S.College of Commerce & Economics, Nagpur	IInd Class (54.05%) With Distinction in English & CP
1985	XIITH from Maharashtra State Board	G.S.College of Commerce & Economics, Nagpur	IInd Class
1983	XTH from Maharashtra State Board	Saraswati Vidyalyaya, Nagpur	Pass

DETAILS OF EXPERIENCE :

Period (From – To)	Designation, Name of the Organization / Location	Profile Handled	Work Experience in (in Yrs)
5 th Dec-2016 to 31 ST arch 2018	Ass.General Manager-marketing at Asian Colour Coated Ispat Limited, Khopoli Works, Raigarh	Sales of Flat Steel Products (Coated Products) in Madhya Pradesh, Nagpur & Chattisgarh. Direct sales to OEM Customers.	18 Months
October-2006 to November-2016	Sr. Manager – Sales & Marketing JSW STEEL LTD., Corporate Office, Mumbai (Joined Ispat Industries and continued post JSW Steels Merger & acquisition)	Branch Manager at Indore for Ispat Industries Limited for 6 years. Major profile : Sales and Marketing of Flats Steel & Long Steel (Rebars). Retail Sales to distributors, Channel management, Sales to actual users (OEM). Sales Areas Handled : Maharashtra, MP, Chattisgarh, Gujarat, Rajasthan, Bihar, Jharkhand, Orissa respectively.	10 Years as on 06.10.2016
July-2005 to September 2006	Manager-Domestic Marketing ESSAR STEELS LTD., Ahmedabad Branch Office	Sales of Galvanised Products from Ahmedabad Office. Sales Areas : Gujarat & Rajasthan through distribution.	18 Months
Dec-2003 to June-2005	Manager- Sales & Marketing STEELCO GUJARAT LTD., Palej, Baroda	Sales of Galvanised Products. Sales Areas : Gujarat & Rajasthan through distribution.	1.50 Years
Nov-1989 to Nov-2003	Sr. Officer - Sales & Marketing ISPAT INDUSTRIES LTD., Corporate Office, CBD	Retail Sales of Galvanised Products. Sales Areas : PAN India through Depot-Dealer	14 Years

	Belapur, Navi Mumbai	Network from HO.	
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