CURRICULUM VITAE

**SUNIL SWARNKAR**

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**EXECUTIVE SUMMARY**



* An astute professional with over 10+ years experience in the areas of Strategic Planning, Sales & Marketing, Business Development, Channel & Distribution Management, Client Relationship with operation Management, Team Management,Sourcing, Account management , Making liaison with partners & Corporate /Govt Officials, Tie ups with OEM`s etc.
* Presently associated with YSG Cabs & logistics Pvt. Ltd.. **a**s City Manager based at Jaipur, Rajasthan
* Expertise in handling all sales & marketing / business development activities, analysing market trends & establishing healthy & prolonged business relations with clients, thereby ensuring higher market share.
* Deft in monitoring new product launch results and recommending action for addressing variances in forecasted to volume budget.
* Adroit in market plan execution, brand management, product promotion and implementation of business strategies, with a flair for adopting modern methodologies in compliance to quality standards
* An effective communicator possessing excellent relationship building & interpersonal skills with a track record that demonstrates self-motivation, creativity and initiative to achieve corporate goals.

#### BUSINESS SKILLS

-Sales & Marketing - Business Development

-Strategic Planning -Channel / Distribution Management

- Brand Management - Client Servicing

- Team Management –Institutional, Corpotate Sales

- Operation management - E-Commerce

-Supply & Operations -GOVT. Liaison & OEM

#### ORGANISATIONAL EXPERIENCE

**YSG Cabs & Logistics Pvt Ltd.**

**Designation – City Manager based at Jaipur, Rajasthan Oct 16 Onward**

* Lead & manage a growing commercial team of Sales & marketing,BD & Operations etc.
* Coach sales team to collaborate and build strong relationships with customers and stakeholders, guide them to deal with uncertain environment and manage change
* Understand market structure, driving forces, identify market / business opportunities.
* Meet or exceed regional financial metrics; drive for results
* Accountable for accurate sales forecast and budget in alignment with commercial team
* Create, present and execute local business plan aligning with global/regional business objectives. Update it and keep it sustainable and actionable in co-ordination with functional teams
* Set & monitor account sales performance (monthly/ quarterly/annually) and provide strategic updates to management.
* Responsible for Business Development and brand establishment in the market,Strategic Consulting, including business plan & sales strategy development, marketing etc.
* Achivements- Set up entire infrastructure of branch, appointed team & other stakeholders, Corporate tie up done for demand with Goibibo & Make my Trip , Tie ups with car Manufacturers companies (Maruti, Toyota, Hyundai etc.).

**Serendipity Info labs Pvt Ltd. -Taxi For Sure (OLA Cabs Group of company)**

**Designation - Supply Head based at Jaipur, Rajasthan Feb 15 to Sep 16**

Joined as Business development manager & Promoted in October 15 as Supply head on ground of excellent performance.

* Leading a team of 28 members from Supply, Account management, Business development etc.
* Responsible for Business Development and brand establishment in the market
* Strategic Consulting, including business plan & sales strategy development.
* Advising new businesses on formation of corporations and business structures
* An effective communicator possessing excellent relationship building & interpersonal skills with a track record that demonstrates self-motivation, creativity and initiative to achieve corporate goals.
* Responsible for Market share, Addressability, Reach, Volume & Product Mix related Objectives, Channel Strategy Development, Quality of sales-Hygiene,Micro marketing initiatives,Merchandising & Space Management for Key Customers, Key Accounts Management, etc
* Achivements- Set up BD infrastructure & appointed 36 operators, Supply as per demand across various channels, RSRTC EOI-OLA Money, Corporate tie up`s done with Tie ups with OEM Companies (Maruti, Toyota, Hyundai, Tata, Cheverolet,etc.) etc

**Rosmerta Technologies Ltd.**

**Designation-State Head,Sales & Marketing (Rajasthan, Gujarat & MP) Jan 13 to Jan 15**

* Responsible for sales & marketing in the region. Managing distributors and dealer’s network.
* Team Handling :-Leading a team of 22 members from sales, BD & operation etc
* Liaisoning with Dealers/ channel partners, Institution & Government Officials for exploring new avenues
* Conducting market research and audit to identify the market scenario. Analysing competitor’s strategies & sales volumes and suggesting future plans in accordingly.
* Demand generation fleet owners, tour & travels, logostics , Schools or institutions etc.
* Territory development by adding new dealers, showrooms, fitness centers ,service stations,etc
* Handling 40 Direct dealers & OEM Co. TATA, Ashok Leyland, SMU,etc. and 30 Fitness centers.

# Significant Highlights

* Growth of Value Sales of Rs 1.25 Cr Region for year 2013-14 in speed governer business.
* Set up the entire ecosystem & appoint 10 nos. distribution infrastructure
* Maintained mass consumer contacts by participating in various trade fairs and channels.
* Successfully awarded, Implemented & secured business of Rs.2.23 Cr / Annum of Vehicle tracking system & Passanger information system from Rajasthan state road transport corporation (RSRTC)
* Successfully Implemented & secured business of Rs.9.60 Cr / Annum of Smart Card based Driving Licence & Registration certificatesby from Rajasthan transport department,Jaipur

**Garware Polyester Limited**

**Designation- Area Head (West-3- Gujarat, Rajasthan,M.P.& C.G.) Sep ’06 to Jan 13**

**Growth Path**

**Area Sales Manager Sep’ 06 - Jan’ 09 {Rajasthan)**

**Area Head Feb’ 09 -July’ 11 {Rajasthan & Gujarat)**

**Area Head-West-3 Aug’ 11 to Jan 2013 (Rajasthan, M.P. & C.G.)**

**Key Deliverables**

* Handling sales & marketing, Managing distributors and dealer’s of Consumer product division.
* Leading a team of 11 members from sales & marketing, Business Development, operation etc
* Conducting market research and audit to identify the market scenario. Analysing competitor’s strategies & sales volumes and suggesting future plans in accordingly.
* Responsible for achieving monthly targets of value & volume with right product mix.
* Demand generation from the Dealers with Various Dealer’s as well End Consumer’s Schemes, Fixer’s Meet, Dealer’s Meet,Architect / builder meet etc.
* Institutional Sales- Developing Architects interest in company's Window film division product
* Handled & appointed distributors network like Venkatswara tr co p ltd, Jaipur , Adarsh Kuatir , Hitech India, King International, Udaipur, New H.M. Electronice, Jodhpur, Akshat ent, Ahmedabad, Sun Ent, Surat, Mahaveer ent, Baroda, Sai Electronice, Bhopal, Delhi Car Accessories, Jabalpur and Tie ups with OEM companies TATA, Maruti, Cheverlet, Ford, Hyundai, Honda etc. 425 dealers and 75 Showrooms for Garware Suncontrol Film business.
* Profit Margin Management: Planning, promoting right product mix with high end products.
* Sales forecasting/ Demand Plan: Forecasting & Indenting the product mix
* Providing technical Support for existing applications and troubleshooting problems

# Significant Highlights

* Awarded by Madam Ms.Sonia Garware in 2007-08 for highest growth in car kits & WFD film.
* Growth of Value Sales of Rs 2.25 Crore Business turnover for Region for during the year11-12.
* Achieved 45% sales growth in 2011 Vs 2010 & achieved the target 110% of volumes.
* Recorded highest number of sales growth for Car Kits in India for year 2009-10.
* Secured business for key clients for WFD products like Infosys, Genpect, Piramyd Retail, Inox Leisure Ltd., NBC, RBI, Taj Group of Hotels, HRH Group of Hotels, Geetanjali Hospitals, Escorts Hospitals, etc.
* Set up new distribution infrastructure & appointed 4 new distributors in Rajkot (Gujarat), Jaipur, Udaipur and Jodhpur (Rajasthan) region to set up a distribution infrastructure
* Efficiently prepared a distributor’s network for launch of Global Window Film (made in USA) and appointed distributors in Jaipur region in May’ 10.
* Involved in monitoring of architectural products for buildings & conducted Archtects meets.
* Maintained mass consumer contacts by participating in various trade fairs and channels.
* Expanded Dealer network in across territory to the untapped tier III & IV Markets

**NITCO Paints, Rajasthan**

**Designation- Assistant Manager Sep’04 – Sep’ 06**

**My Job Responsibilities** :

* Sales & marketing, business development in assigned territory.
* Responsible for value & volume growth in the assign territory.
* Developing Architect & Builders interest in company`s product range.
* Attending customer complaints in use of the product suggesting the remedial measures.

**Significant Highlights**

* Set up entire distribution infrastructure & appointed 22 dealers
* Major projects -Krishna Kripa, Park Saroj, Raj Garden, Emerald Akshita, Krishnam Ashirvad, AIT
* Achieved 100 % growth over the target for F.Y. 2005-06

**ICI (India) Ltd. (Paints Business), Rajasthan**

**Designation- Project Sales Incharge May’ 03 – Sep’ 04**

**My job responsibilities were:**

* Managing Institutional Sales & Marketing activities in the assigned territory.
* Meeting Architect / Builder / Contractor to get new business.
* Responsible for promotional planning, sampling, contractor meets, color merchant etc

**Significant Highlights**

* Handled complete activities related to sales, marketing, promotional planning, sampling, contractor meets, colour merchant programme, etc. for assigned territory.
* Interacted with Architects, Builders and Contractors, etc. for securing additional business.

**Jan’ 02 – May 03 Goodlass Nerolac Paints Ltd., Rajasthan**

**Designation -Project Sales Incharge Jan’ 02 – May 03**

**My job responsibilities were:**

* Network development in un represented markets
* Developing Architect & Builders & contractors interest in company`s product range.
* Responsible for Project segment sales comprising of Govt. And private.
* Conducted Market research for securing continuous business

**Significant Highlights**

* Managed and monitored entire activities of Institutional Sales.
* Handled sales for private and government sector. Involved in market research for increasing the business.

**SCHOLASTICS**

2011 Master of Business Administration (M.B.A.) in Marketing Management from M D University

2003 PG Diploma in Marketing Management (PGDMM) from University of Rajasthan,Jaipur.

1999 Bachlor of Arts from University of Rajasthan, Jaipur.

**IT FORTE**

*Well versed with MS Office 2000 and Internet Applications.*

**PERSONAL DOSSIER**

**Date of Birth:** 4th January 1978

**Address:** 36/156, Kiran Path, Mansarover, Jaipur,Rajasthan – 302020.

**Mobile No-**  +919829034306

**Language Known:** English, Hindi & Rajasthani.