**RAHUL KACHHAL**

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**14+ yrs experience** as sales professional with consistent success in growing, improving sales in various geography locations. Experienced leader and specialist in identifying and capture business opportunities. Acumen in develop potential distribution network in difficult geographies.  Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem solving abilities, and a keen client needs assessment aptitude.

**AREA OF EXPERTISE**

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| --- | --- | --- |
| * Strategic & Tactical Planning * Network Development * Target Marketing & Penetration | * Financial Reporting * Competitive Sales Analysis * Budget Management * Inventory Distribution Control | * Dealer Relations * Sales Pitch / Closing * Sales Team Training/Supervision |

**CAREER HIGHLIGHTS**

* **Lead Sales Strategist** in Haridwar region to **double the sales in less than 1.5 yrs** and become one of the top three brands.
* Developed trade distribution network in **unknown geography in Central Uttar Pradesh** and achieved **3 times growth within one year**.
* **Reporting to Joint VP (Marketing)** with regional sales, stock & secondary freight data.
* Excellent understanding of **SAP & ORCALE ERP** for Sales, Outstanding Amount, miscellaneous reports.

**PROFESSIONAL EXPERIENCE (April 2003 to Present)**

* Shree Cement Ltd. – Dec 2014 to Present. (More than 2 Years)

Sr. Officer-Mktg. - Roorkee & Haridwar

* Binani Cement Ltd. – Feb 2007 to Dec 2014.(Approx. 8 Years)

Sr. Officer-Mktg. – Lucknow, Roorkee, Haridwar, Dehradun & Rishikesh

Officer-Mktg. – Muzaffarnagar & Saharanpur

* Ambuja Cement Ltd.– May 2005 to Feb 2007. (Approx. 1.9 Years)

Territory Sales Officer – East Delhi

* Kirloskar Oil Engines Ltd. – Apr 2003 to May 2005. (Approx. 2 Years)

District Sales Officer – Noida, Ghaziabad, Meerut & Muzaffarnagar

**PROFESSIONAL PROFILE**

* Management and Appointment of Dealers and sub-dealers in untapped areas.
* Continuous update knowledge about competitors activities in market like about prices, events.
* Regular doing competitor analysis, market survey and formulate action plan to kill competition.
* Handling a sales team of 3 sales representatives (Off Roll) and 4 of Distributors employees
* Excel Sales Target and Manage Cash flow of defined area of operation
* Formulate plan to achieve Pre-defined sales target monthly, quarterly, annually.
* Regular visits to dealers to keep watch on their stock level and reminding them about targets.
* Giving marketing support to dealers by visiting to their retailers, construction sites.
* Also organizing the Wall, Shop & Highway painting in the territory.
* Planning for inventory required for a particular month in assigned territory.
* Do Brand positioning, organized sales promotion activities like Masson’s , contractors, builders & Architect meets.
* Exploring Digital marketing Including Social Media Marketing to promote brand and connect with dealers.

**EDUCATION**

* PGDBM (Marketing & Finance) from LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT & TECHNOLOGY (2001-2003), Bareilly
* HDMC Computer Course from TATA INFOTECH (2 Years).
* B. Com. (1998-2001) From M.J.P. ROHILKHAND UNIVERSITY, BAREILLY.

**PERSONAL PARTICULARS**

Date of Birth : 18th May 1981.

Father’s Name : Shri Ashok Kumar Kachhal.

Marital Status : Married

Language known : English and Hindi.

Leisure Pursuit : Making Friends, Playing Cricket, Badminton and watching T.V.

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