**NAVDEEP KUMAR**

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**JOB OBJECTIVE**

Seeking assignments in Middle Management Cadre in Sales & Marketing, Business Development and Strategy Planning with a repute organisation preferably in Manufacturing & Automobile Sector

**PROFILE SUMMARY**

* Over 13 years of experience in Sales & Marketing, Business Development and Strategy Planning
* Associated with Caparo Autotech Limited , Gurgaon as Regional Sales Manager
* Proficient in managing the entire sales as well as Channel Management involving sales promotion/ product promotion, logistics handling, territory and inventory management.
* Responsible for providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and the service norms
* Strong organizer, motivator, team player and a decisive leader with a capability of revenue expansion
* An effective interpersonal, analytical/logical, planning with excellent relationship building skills

**CORE COMPETENCIES**

Sales and Marketing Revenue Expansion Territory Management

Distribution/ Channel Management Business Development Inventory / Warehouse Management

Branding & Promotion Market Penetration Client Relationship Management

**ORGANISATIONAL EXPERIENCE**

**Since Sep’16 to 31st Oct’17 Caparo Autotech Ltd, Gurgaon as Regional Sales Manager.**

* Achieving targets as decided by company.
* Held accountable for Network planning.
* Organizing sales campaigns.
* Responsible for customer satisfaction through After Sales
* Initiating network expansion functions.

**Since Sep‘15 to Aug’16 Lohia Auto Industries, Noida as Area Manager.**

* Actively involved in sales promotion & introducing new DLR.
* Achieving targets as decided by company.
* Held accountable for Network planning.
* Organizing sales campaigns.
* Conducting activities to launch our product into new markets,

**Since Nov ‘08 to Aug'15 Exide Industries Ltd., Ghaziabad as Area Manager (Territory Head)**

**Growth Path: Designation Location**

**Nov’ 08 to Mar’11 Sr. Officer Sales & Service Shahjhanpur**

**Mar’11 to Jan’12 Sr. Officer Sales & Service Lucknow (Bigger Responsibility)**

**Feb’ 12 to Mar’14 Area Manager Lucknow**

**Apr’14 to 14Aug'15 Territory Head Ghaziabad (From June’14)**

**Responsibilities:**

* Handling the sales & marketing activities, increasing sales growth and driving sales initiatives in order to achieve business goals
* Responsible for product promotion, arranging new dealers, inventory management, logistics and maintaining service related problems
* Overseeing the activities of sales force for geographical area within the company to achieve agreed sales volume.
* Organizing and controlling activities of the area sales staff to ensure their training for achievement of all sales targets.
* Monitoring evaluating:
* Performance of sales staff and to take necessary actions to ensure that sales targets are met.
* Budget for the area to ensure that all financial targets are met and are in place to comply with company and regulatory requirements.
* Sales performance of competitors to ensure that the Company maintains its competitive position.
* Involving in activities pertaining to receipt, administration, ordering, and rotation of stock.
* Initiating network expansion functions.
* Creating an awareness of brand building.
* Devise sales strategy for short and long term objectives.
* Handled 7 depot operations, this includes demand forecasting product wise.

**Nov’06 to Nov’ 08 K.M.C.L. (Kinetic Motor Company Limited) as Sr. Sales Officer in Meerut & Lucknow**

**Responsibilities:**

* Actively involved in sales promotion & introducing new DLR.
* Achieving targets as decided by company.
* Held accountable for Network planning.
* Organizing sales campaigns.
* Identifying gaps/gains for further actions.

**Jun’ 06 to Oct’ 06 Bajaj Allianz (L.I.C.), Moradabad as a J.S.M. (Junior Sales Manager)**

**Highlights:**

* Handled the team of 15 agents successfully , helped them to generate business in terms of no. of policy purchased by the customer & premium earned
* Handled the recruitment of agents and capable of accomplishment of sales/marketing target

**Oct’ 04 to Apr’ 06 L.M.L. Ltd., Kanpur as a GET in Bareilly.**

**Responsibilities:**

* Responsible for sales promotion and achievement of the sales targets
* Introduced new DLR (LC/LP) and handled network sales plan

**Jun’ 03 to Aug’ 04 Shakumbri Straw Products Ltd., Moradabad (U.P.) as Assistant Engineer (Trainee Engineer)**

**Responsibilities:**

* Responsible for the maintenance ofPaper, Pulp Mill’s Machine, Pressure Screen, Screw Conveyer, Disperser Disc Filter and Boiler in the Production Department
* Handled the different operation functions and maintained the staff of Maintenance Department

**SUMMER TRAININGS**

**L.M.L., Kanpur**

Title: Maintenance & Assembly Shop

Duration: 30 days

Description: Undergone an extensive training on the maintenance and assembly shop

**BHEL, Haridwar**

Title: Steam Turbine, Fabrication Shop

Duration: 45 days

Description: Completed the training on Steam Turbine & fabrication Shop

**EDUCATION**

2013 MBA (Correspondence), Marketing from Subharti University, Meerut

2002 Bachelor of Engineering, Mechanical Engineering from Moradabad Institute of Technology, Moradabad (U.P.) Affiliated to M.J.P. Rohilkhand University, Bareilly (U.P.)

**IT SKILLS**

Software Knowledge: SAP

**PERSONAL DETAILS**

Date of Birth: 8th June’ 1981

Permanent Address: MIG-CE2, Ram Ganga Vihar, Phase – I, Moradabad-244001, U.P

Current Address: BM-2, G-48, Krishna Apartment, Sec-G, Patel Nagar-3, Ghaziabad.

Preferred Location: North India