**ROHIT KUMAR TRIPATHI**

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**SALES & MARKETING ENGINEER**

Seeking challenging assignments in the Automotive Industry



**PROFILE**

* **6 Weeks Industrial Training by “Nissin Electric ” Thailand.**
* Awarded as **“Best Mkt. Person”** for **“Sales Planning & Execution”** in Sales Conference at **R.E.V.L. in 2015.**
* **Successfully completed “Dealers Development & Vendor up Gradation Training” Conducted by “M/s Quality Growth Professionals” at “ITL” Punjab for 1 week.**
* Result oriented professional offering over 8 years experience in the areas of **Business Development, Sales Operations, Retailing, Product/ Brand Development, Dealer Appointment and Development.**



**CORE COMPETENCIES**

⯁ Sales Planning & Execution ⯁ Strategy Planning ⯁ Team Management ⯁ Techno Commercial Functions⯁ Pricing ⯁ Business Dev. ⯁ Technology Transfers ⯁ Project Planning & Execution ⯁ Dealer Management ⯁ Dealer Appointment ⯁



**PROFESSIONAL EXPERIENCE**

**CONTINENTAL ENGINES LTD. Sep’18-till Date**

Since 1983, Continental Engines Automotive Components Division is involved in designing, manufacturing and distribution of a wide range of high quality intricate aluminum cast automotive components. The division supplies its products to major OEM's across the globe. With a strong distribution network and unparalleled product excellence, the division has emerged as a preferred name in the auto components export market. The head office of the division is located at Gurgaon, NCR and it has setup its marketing offices across Europe and Middle East.

The manufacturing plant of the division is strategically located at Bhiwadi, Alwar (Rajasthan). The TS 16949 and ISO 14001& OHSAS certified facility is equipped with advanced machinery and equipment. The division follows best practices including Total Productive Maintenance (TPM), Total Quality Management (TQM) and Lean Manufacturing.

As a leading supplier of aluminum alloy cylinder heads, cylinder blocks, manifolds, assembled cylinder heads, gears and other critical engine components, Continental Engines Auto Component Manufacturing division has won several awards from ACMA and Exports Council of India

**JOB PROFILE:-**

* Responsible for Market Analysis, Promotional activities, Customer relationship. Pricing & Commercial Controls. Key interface between the customer and the company. Developing strategies and objectives for the maintenance of customer satisfaction.
* RFQ management and quotation submission. Cost calculation for existing products in terms of RMC, Process cost including consumable cost..
* Managing and motivating the sales team for timely accomplishment of Business plan targets.
* Responsible for formulation of strategies for sales promotion and growth of Business in assigned area. Coordinate sales team meetings and provide overall customer analysis
* Responsible for competitor tracking. Develop Sales & Service policies. (Service Policies & sales Policies). Can demonstrate form experience ability to communicate across regions and functions
* Maintaining accounts/cash flow/collection/recoveries etc. for credit control management.
* Conducting Warehousing & Logistics of Parts. Good experience in Supply Chain Management.
* Evolving market segmentation & penetration strategies to achieve targets & Identifying key/institutional accounts and strategically secure profitable business through channel sales
* Identify, research, analyze & market products while evaluating the business and realizing its full potential by using tools such as marketing, sales, information management &customer service
* Make fact-based decisions regarding marketing strategy to develop the product as a brand while designing effective & cost-efficient implementation programs based on Customer Analysis and Competitive Analysis.
* Obtaining feedback from the market (growth, competition, and prices), utilizing public information and personal network to develop market intelligence and generating leads in order to increase market share.
* Ensure timely service delivery while managing the distribution system and ensuring optimum capacity utilization of the company plant and maintaining smooth operations.
* Maintain MIS & database reflecting the trends & developments of the company regarding sales, business development, vendor reconciliation, etc for budgetary & strategic review to enhanced revenue generation

**THE HI-TECH GEARS LIMITED Sep’15 – Sep’18**

**Manager – BD**

**The Hi-Tech Gears** is the flagship company of **The Hi-Tech Group**, partnering its clientele globally for **Powertrain Solutions**. The company has **three manufacturing facilities in India, two subsidiary facilities in Canada and one subsidiary facility in United States** and is doing successfully with Group revenue of USD 150 Million. The Hi-Tech Gears facilities have been awarded many international covered awards and recognitions e.g. “Award for Excellence in Consistent TPM Commitment” by JIPM (Japan Institute of Plant Maintenance) for TPM (Total Productive Maintenance) Excellence, Shingo Silver Medallion for Manufacturing Excellence (first time in India), and Green Factory awards by IGBC (Indian Green Building Council).

**Products:-** The company is offering Transmission Gears & Shafts, Driveline components, Engine Gears and Power Take Off components, Precision Forging & Machining, Machined Sintered components.

**OEM’s catered:**- 2-Wheeler OEM’s, Passenger Vehicle Mfr., Commercial vehicles Mfr., off-Highway applications & Tractor manufacturing OEM’s. **Few to name as HERO MOTO CORP., DAIMLER, CUMMINS, JCB, FIAT, NEW HOLLAND, HONDA CARS, CATTERPILLAR etc.**

**RANE ENGINE VALVE LTD Mar’11 - Sep’15**

**Dep. Manager – North Zone at Gurgaon**

**RANE Group –**Established in 1929, As a whole RANE has got 4 Subsidiaries namely RANE Engine Valve, RANE Madras, RANE Brake Lining, RANE Holdings. 3 Joint Ventures i.e. RANE TRW, RANE NSK, JMA RANE. 1 Associate namely SASMOS HET Technologies. RANE has involved in T.Q.M., T.P.M. practices.

**Turnover –** As a whole group Rane is comfortably achieving more than Rs. 3000 Cr. In which R.E.V.L contributes to Rs. 300 Cr. Per year.

**OEM’S Resp.** – REVL is successfully running with all 2 Wheelers, Passenger Vehicles, Agriculture Sector, Genset Mfr. Etc

R.E.V.L. Products:- Engine Valve (O.E.M.& After Market), Piston & Rings (After Market).

**Responsibilities:- from GGN Depott, mainly responsible for H.M.C.L. all Plants, M.S.I.L., I.Y.M.L.,S.P.I.L.,HONDA.**

**Ghaziabad Precision Products Pvt. Ltd, Ghaziabad Joint Venture with Kasuya Group Japan Dec’ 06 – Mar’ 11 Dep. Manager – Sales & Marketing**

**Overview -G.P.P.L.** was founded back in 1988 and in present successfully running 4 units

**Products :-** An T.S. 16949 Company Manufacturing highly precision automobile valve train components of Diesel Engines like Rocker Arm Assy., Rocker Lever, Rocker Shafts, Push Rods, etc. for worldwide automobile & Diesel Engine manufacturers.

**OEM’S Casters’ :-** Lombardini, Caterpillar, Perkins, as a Foreign Customers and Eicher, A.L., Kirloskar, Swaraj Engines, Swaraj Majda , HMT, Tata, Mahindra & Mahindra etc as domestic customers**.**

**NISSIN ADVANCE INDIA COMPANY LTD. June’06 to Dec ‘06 Engineer - Sales and Marketing (After Market & O.E.M.)**

**Overview -Nissin (A Japanese M.N.C.)** etc. and is promoting coating operations by entrustment in overseas market established in 1917 having head office at Kyoto Japan. At present we have six overseas bases of entrusted coating four in China, One in Bangkok, Thailand and another one in Noida, India (a suburb of New Delhi).

**Products:** - Nissin have carved a niche in the market by offering a wide range of precision gear cutting tools. These include gear milling cutters, industrial cutting blades, HSS metal cutting tools, straight spline hobs, industrial blades, industrial gears, hob cutters, gear shaving cutters, master gears, straight bevel cutters blades & coniflex cutters like Hobbs Cutters, Drills, Gear Shapers.



***Key Achievements***

* Successfully mapped new OEM’s and achieved 100% targets for the year.
* Recognized with an award for Excellence in Performance in each organization involved.



**EDUCATIONAL CREDENTIALS**

**Pursuing MBA in Marketing, to be completed in 2018. “**Indira Gandhi National Open University”

**B.TECH (MECHANICAL); 2006**

**B.B.I.T.; 2006**

U.P. Technical University

Hsc with 74% from CBSE Board

SSC with 73% from CBSE Board

**TECHNICAL SKILLS:**

**Design Tools:** AutoCAD 2000, Lotus 1-2-3, C

**Operating Systems:** Windows 2000/XP/me/NT, Unix/Linux, MS DOS, MS Office



**EXTRA CURRICULAR ACTIVITIES**

* Winner of **District Lawn Tennis Tournament** in 1998
* **Gold Medalist** in “**McFair International Tournament in Swimming**” held at Lucknow in 2000



**Date of Birth:** 29th August 1982

**Permanent Address:** N-1/7, Hindalco Industries Ltd. Renusagar Power Division, Renusagar, Sonebhadra, UP - 231218

**Language Proficiency:** English and Hindi.