

# ROHIT AGARWAL

Business Development and Closure manager



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## Profile Summary

- Excellent track record of **nearly 14 years of experience** in managing P&L for various business divisions; leverages **key analysis, insights & team approach to drive organizational improvements and implementation of best practices in sales & marketing and operations/ customer success**
- **Recognized proficiency in turning around underperforming business and enhancing the value of operating business units** through process improvements focused on sales & best practice identification & implementation
- Proficient in **developing relationships with key decision-makers** in target organizations for revenue; skilled in expanding the revenue base in the market; formulating & executing industry benchmarked management strategies
- Set up a **project named "AVI "for HUL products across Delhi ncr/ Noida/ Jaipur and successfully implemented the same with more than 90 percent audit score.**
- **Strong business skills in conceptualizing robust plans for market development** in different segments for better market penetration as well as driving innovation
- Expertise in **planning & execution of business growth activities**, including opportunity assessment, forecasting, competitive assessment.

## Core Competencies

Business Expansion & Strategies Mgt.

Accounting

Product Management

Process Improvement / Optimization

Financial Planning & Analysis

Key Accounts Management

Profitability & Revenue Management

Process Digitization

Client Relationship Management

## Work Experience

### Business Development Manager

Sudarshan Paper & Boards Pvt Ltd. (Nov 2023- Till Now)

#### Key Results Areas:

- **It's a 500 Crore Turnover Company.**
- **Handling All Major Paper Mills in India whom we used to deal with.**
- **Looking after Procurement of Maplitho Paper as per our requirement for Stocking or as per Customers Requirement.**
- **Handling and Heading Sales of Key Accounts in Notebooks and Publishers Segment.**
- **Formation of SOP and Process mapping for Different Department.**
- **Skilled in Converting Bulk deals for Notebook Converters or Publishers and providing them with Customized Product as per their Requirement.**
- **Handling a team of Sales Managers.**
- **Wholly Responsible to Generate Revenue and Sales in Notebook and Publishers Segment which is Equivalent to 12000 tons in Market Size.**
- **Exploring and Bringing new Suppliers or Mills on Boards and Pitching their Product.**

### Sales Manager

(Nov '21 –March '22)

Sales & Brand Head (North East & Entire India)

(April 2022-Oct 2023)

**GreteX Industries Ltd.**

#### Key Results Areas:

- Handling Sales and managing Brand named "D'addario "a U.S.A registered Brand for Entire West Bengal and North East India.
- Handling Sales and managing Brand names "Gappu" self-owned Brand of the company for Entire India.
- Responsible for Sales and Brand Management of these 2 brands
- Setting up Targets.
- Handling a team of total 10 (including 4 Sales manager )

- Visiting the market on regular basis to keep the clients updated about the products and driving Sales.
- Getting new Customers and Distributors on board.
- Making attractive schemes on regular basis to get the company's lifting targets fulfilled.
- Making Sales Strategies for Brands Geographically.
- Responsible to Bridge Gap between Sales Person and Clients.
- Making Purchase order.
- Got Promoted from Sales Manager to Sales & Brand head within a span of 6 months.

## **Previous Experience**

### **Senior Sales Manager**

**S.N Enterprise (Kajaria Plywood, CNF), Kolkata**

**Nov 2018 - Oct 2021**

#### **Key Result Areas:**

- Nurturing the existing relationships with the partners to achieve top-line target, persistency, business quality and profitability
- Trust & relationship building at partner shops to drive sales & distribution, and strategizing to achieve the target
- Engaged in approving the products across different Govt. organizations/ real estate's/ Corporate and Interior designers to drive Sales.
- Conducting product & pricing analysis of Kajaria Plywood with its competitors, which facilitated awareness and enhancement of the overall business.
- Driving new areas of operation, building new Market for the products.
- Managing escalations by resolving queries raised by partners/customers and ensuring a prompt response to each & every query; coordinating with various cross functional teams for seamless service deliveries
- Organizing meeting of interior designers, traders and influencers
- Formulating attractive schemes, offers and incentives to ensure fulfillment of targets.
- Tracking the sales performance timely through various organizational metrics & MIS to ensure business efficiency and adherence to quality & compliance

### **Sales Manager**

**Maa Bohra enterprises Pvt Ltd. (Satabdi Plywood), Kolkata**

**Feb'13-Oct '18**

#### **Key Result Areas:**

- Engaged in Promoting the brand.
- Managed business development for expansion of Sales of the products out the boundaries and neighboring states
- Pitching the products in the market through different channels, shops, dealers, interior designers, Govt tenders and organizations
- Managing regular promotional activities.
- Ensuring quality check by supervisors inside the factory and complaint handling for the same.

### **Modern Trade Accounts Specialist**

**Smollan India, Gurgaon**

**Jun'10-Nov'12**

#### **Key Result Areas:**

- Worked as a Key Account Manager for HUL products across Modern trade.
- Carrying forward a project which boasted sales of the region.
- Achieving more than 90% perfect store score across the region.
- Managing key accounts for major players like Spencer's, vishal mega mart, big bazaar, needs to name a few.
- Handing a team of more than 50 promoters to drive sales and achieving the targets.

## **Internship**

**Hindustan Unilever field services, Delhi(NCR) as a Management Trainee**

**Apr'09-May'10**

## **Certifications**

- Understanding IT in the corporate environment NIIT, Kolkata
- Oracle university 11i business Suite Essential for implementers Ed 4 PRV
- Advanced Lean Six Sigma Yellow Belt.

- Career Ninja Business Intelligence Basic Assessment.
- Career Ninja Data Analytics Basic Assessment.
- Career Ninja Project Management Basic Assessment.
- Be 10X AI Tools Workshop.
- Zerodha Stock Market Basics
- Certificate of Participation in AI Aware and AI Appreciation Stage by Intel and Digital India.

## Skills

- Microsoft Excel: Data Analysis, Statistical Testing & Interpretation
- Tally

## Education

- **PGDM (Modern Trade)** from NSHM Knowledge campus, Kolkata with 83% 2009.
- **B.Com. in Accountancy Honors** from Goenka college of Commerce, Kolkata with 63 % in 200

## Personal Details

**Date Of Birth:** 14<sup>th</sup> November 1985

**Languages Known:** English, Hindi & Bengali

**Address:** Kolkata, India