

Abridgement

- A focused professional with experience in Key Account Management and handling internal as well as external clients across industries
- Strong inclination towards creative and problem solving functions and brings about these strengths in all aspects of the work profile

Organizational Experience

EM Services (I) Pvt. Ltd.

November' 2018 – present

Location – Nagpur

Manager – Business Development

EM Services is a one stop comprehensive service provider for Turbine and Generator sets of different capacity and Design.

- Daily monitoring of website of power utilities for tenders published and undertake initial screening of enquiries
- Acquire orders and maintain relationship with customers in power utilities.
- Successfully added one new account and achieved target of new business of Rs. 30 Lakhs each year.
- Promote awareness of new initiatives taken up by EM Services by creating campaigns that target Power Sector clients.
- Give presentations and educate customer on the importance of engaging with a services company like EM Services
- In-charge of payment receivables. Troubleshoot commercial issues to facilitate early release of payment.
- Participate in site management and planning by monitoring timely mobilization of resources.

S & S Enterprises

July ' 2013 – July' 2018

Location – Nagpur

Marketing Consultant

- Representative of companies and sell their products in regions where they do not have presence
- Participated in Business Development activities and networking for SMEs as well as for large organisations
- Customers included known companies such as Dharkan enterprises, Team Power, Precipine Controls & Universal Cables
- Conduct Market research in order to chalk out potential markets and target sectors
- Follow up with the seller for timely delivery and service

ICICI Bank Limited

September' 2012 – June' 2013

Location – Nashik

Asst. Manager (Band II) – Business Lending Group

Role:

- Credit Relationship Manager
- BLG responsible to fund business loans up to Rs.10 crores in value
- Catchment area mapped to BLG included 16 branches in Nashik and Malegaon urban centres

Key Result Areas:

Sales

- To acquire new clients through cold calling and own sources
- Drive business from branches, acquire business through joint calls
- Meet customer and understand the business model, funding requirement, business vintage, financials, etc.
- Take a primary call on doing the case

Credit

- Create a Credit Monitoring Assessment (CMA) file based on audited financial statements submitted by the client
- Complete financial analysis based on CMA file and decide on funding limits
- Complete dedupes i.e. background check based on CIBIL report, internal data, BIFR data, comprehensive checklist, etc.
- Check banking transactions of the client by analysing bank statements of all existing accounts of the client
- Create a detailed appraisal note and upload case to risk team along with all relevant documents

The Indian Smelting and Refining Company (Nesosym) | C.K. Birla Group

June' 2011 – April'2012

Location – Pune

Asst. Manager – Key Account Manager

- Entrusted with 3 MNC automobile clients as accounts
- Handled all pre-sales activities like handling RFQ, coordinating with design team for feasibility & quality issues
- Managing client expectations in an excess demand situation against limited plant capacity of 1800 tons per month
- Deliver under conflicting targets for production and business development team
- Negotiating with clients for price and for allocation of future production capacity
- Determine optimum pricing keeping in mind the market dynamics
- Ensured focused demand considering the best profitability scenario and profit margins
- Received payment on time and decreasing the payment cycle as per target as well as resolving commercial issues

Inteq Corporation

July'2007 – February' 2008

Location – Vadodara

Service Desk Analyst

- Operations role in the ITeS firm (MSP) using RIMS
- First point of contact of the company to the customer
- Responsible for primary level of troubleshooting and diagnosis of errors in the customer's IT network

Industrial Training

Organization:	Johnson Controls, India
Period:	04'10-06'10
Project Title:	To Study Scope of Business for Johnson Controls (India) at Special Economic Zones
Description:	Carried out study of the Building Efficiency Systems business of JCI through interviews Shortlist promising SEZ through extensive Secondary Research. Conducted Primary Research based on the shortlist SEZ to generate insights & collate information Submitted report and presented in tangible terms the business opportunity at SEZ.

Scholastics

- PG certification in Digital Marketing and Communication (online course) from MICA in 2021
- MBA (Business Design) (Full Time) from Welingkar Institute of Management, Development and Research, Mumbai in 2011.
- BE (Instrumentation & Control) from Gujarat University, SVIT Vasad in 2007.
- 12th from Baroda High School Jr. 2, Vadodara, Gujarat in 2001.

Projects & Initiatives

- Sketched a business plan to retail used books using a unique supply chain model and leveraging on online presence of the store. This was as a part of a business creation program and the project was presented to a panel consisting of experts from legal, corporate, entrepreneurs and venture capitalists
- Created advanced marketing and branding strategies for NIRMA, an FMCG company to diversify into a newer product area using its core competitive strengths and corporate DNA of the company and also designing the brand identity
- Completed an extensive analysis of the WATCH SECTOR in India as a part of sectoral research. The detailed report was created using exhaustive secondary and primary research consisting of a large number of interviews with consumers, secondary stakeholders, etc.

Other Accolades

- Played a vital role as a representative of the state for:
 - ☞ Vadodara at State Level Swimming Meet in 1997.
 - ☞ State Level Group Discussion held at M.S.U., Vadodara in 2005.

Membership / Associations

- Member of Memetics Club, Created Insights – Event to Mine Insights from Games in 2009.
- Member of We Ship, Entrepreneurship Club at Welingkar in 2009.

Personal Dossier

Date of Birth:	31 st October, 1982
Address:	C/2, Shubhankar Appartments, 159, Hill Top, Ramnagar Square, Nagpur
Languages Known:	English, Hindi, Marathi, and Gujarati

