

Curriculum Vitae

Kamal Kumar

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CARRIER OBJECTIVE:

Seeking career enrichment in the field of Business Development/ Marketing with a reputed organization; preferably in the Sales, Manufacturing, IT products, Safety Security & Surveillance sector.

SYNOPSIS:

An astute Marketing professional with over 18-year experience in Business Development with Govt and institutional dept., private and corporate sales, Channel Sales of fire Safety and security surveillance Products in Industrial Segment Govt. Dept.. Gained exposure to functional areas such as Business Development and Clients, Dealers distribution and SI partners Servicing Experienced in charting out marketing strategies and contributing towards enhancing business volumes. Competent in implementing effective solutions to the customer's needs, with the aim of improving customer loyalty, repeat and referral business. An effective communicator with good presentation and negotiation skills & abilities in forging business partnerships with channel dealers, Distributors and SI Partners.

PROFESSIONAL EXPERIENCE

WORK EXPERIENCE:

Organization : PRAMA HIKVISION INDIA PVT. LTD.

Product : Safety & Securities Surveillance System & Products

Designation : **Area Manager (UP & UK Region)**

Duration : Dec-2024 to Present.

Client Strength : Managing Direct & Channel Sales to various Govt. Dept.(Central & State Govt.)

Job Responsibility : Responsible for Primary & Secondary Sales through Direct sales and through Dealers & Distributors, SI (System Integrator), Contractors /Builders /MEP, Consultants / EPC contractors.

: Retail coverage through small contractors and sub channel partner.

KEY RESPONSIBILITY AREAS:

Sales & Marketing:

- Understanding of Sales Development, Marketing, Business Development, Corporate sales, Project sales, Client Relationship Management, Channel Sales, Direct Sales and Brand Promotions.
- Identifying and generating New Lead for the Business through Direct visit to the customer place and align with my team and to involve capable SI/ distributors /channel partner to participate in the particular Tender and close the business in our favor.
- Identifying new projects on Gem /markets/distributors/network partners/business partners and trade opportunities; explore the possibilities of expanding the Distribution Network.
- Monitoring, Training & Motivating the Team. Providing direction to the business development team for ensuring optimum performance.

- Planning & Implementation of Marketing & Sales Promotion Activities and adopt new market Strategy according to Market conditions.
- Handle and make new business partners/distributor partners/ SI in all over UP & UK and update grand billing as per month basis.
- Monitoring the competitor's activities in the market and providing regular market feedback to the management about competition and other allied activities in market.
- Having responsibility to train my sales team on various issues related to selling of our products in the market.

ACHIEVEMENTS:

- The average achieved turnover was **Rs. 1 Cr.** Per month, by marketing & selling of Safety & Securities Surveillance System & Products.
- Successfully handling a team of Dealers/Distributors/contractors/Architects/Consultants/Builders.
- Successfully handled key clients like, Banaras Hindu University (BHU), LDA (Lucknow development Authorities), Lucknow-High court, RTI Bhawan, Director Civil Aviation U.P., GAIL India, Cantonment Board, HQ Central Command, IOCL, BPCL, AMC Centre and College, MES Lucknow Cant, Northern Railway, North Eastern Railway, RDSO, DRDO, PWD, CPWD, UPRNN, UP Project Corporation, UP Power Corporation Ltd., UP Rajya Vidyut Vitaran Nigam (MVVNL, DVVNL, PVVNL), Powergrid Corporation of India Ltd., CSIR-CDRI, CSIR-CIMAP, 29 Wing IAF Bamrauli, Central Airport Command Bamrauli, MES AF Bamrauli, IAF Memaura, IAF BKT, HAL Lucknow, UP Police HQ, FCI, Central Ware Housing Corporation Lucknow, IIT -Kanpur, Thermal Power Plant (PARICHHA, OBRA, HRDUAA GANJ, PANKI, ANAPARA, JAWAHARPUR), Indodarma, Hindalco, HURL Gorakhpur, RIMJHIM ISPAT, GALLENT ISPAT LTD. Etc.

WORK EXPERIENCE:

Organization	: PADMINI INDUSTRIES LIMITED.
Product	: Fire safety & Securities Products
Designation	: Regional Sales Manager (RSM)
Duration	: Nov-.2023 to Nov-2024. (1 Year)
Client Strength	: Managing various Govt Dept. Retail coverage and 120 Dealers Distributors
Job Responsibility	: Responsible for Primary & Secondary Sales through our Dealers & Distributors Contractors /Builders /MEP Consultants / EPC contractors, Retail coverage through small contractors, Fire safety dealers etc.

WORK EXPERIENCE:

Organization	: Ceasefire Industries Private Limited.
Product	: Fire safety & Securities Products
Designation	: Area Sales Manager (Channel & Distribution)
Duration	: Nov-.2014 to 18th-Nov-2023 (9 Years)
Job Responsibility	: Responsible for Primary & Secondary Sales through Effective Management of Sales team in our Dealers, constantly focused on retail coverage & efficiency to Expand distribution network, retail coverage. Products: All types of 360 Fire Safety.

KEY RESPONSIBILITY AREAS:

Sales & Marketing:

- Conducting market research on fire & Safety Products and sales strategies practiced by the competitors.
- Implementing strategies for acquiring business from end user and effectively using the potential of existing accounts and creating new accounts.
- Mapping clients' requirements and expansion plans by providing them with customized safety Solutions through new proposals, presentations and samples of Fire & Safety Products; handling Various techno-commercial functions for securing our sales.
- Providing Service Support to the clients to fulfill their requirements.
- Focus on Primary as well as Secondary Sales.
- Review on a monthly basis on the Sales & Outstanding of our Dealers.

ACHIEVEMENTS:

- The average achieved turnover was **Rs.12 Lakh** per month, by marketing & selling of Fire Safety Products.
- Successfully handling a team of 100 Dealers.

WORK EXPERIENCE:

Organization : **DIGI Communication Pvt. Ltd.**
Products : Laptop, Desktop, Server, Networking switches etc. , Designation : Business Development Manager
Duration : July-2013 To Nov- 2014
Team Strength : Self
Job Responsibility : Developing S.S. & Dist. Network, Maintain proper sales growth. Responsible for primary as well as secondary sales.

WORK EXPERIENCE:

Organization : **CYGNUS GROUP**
Product : **Construction based**
Equipment's
Designation : Marketing Executive
Duration : July- 2012 to June. 2013.
Team Strength : **Self**
Job Responsibility : Planning and execution of Sales promotional

WORK EXPERIENCE:

Organization : **Aptara Inc.**
Designation : Project Co Coordinator
Duration : Mar- 2007 To May.-2012.
Team Strength : 10
Job Responsibility : Interact with clients through email & phone to solve their query. Troubleshooting day to-day activities of users regarding data management. Supporting in-house users (5000 users in India, UK & US) for data and project support.
Organization : Compaq Business Investment Pvt. Ltd.

Department : Marketing and Sales
Designation : Sales Officer
Duration : 1st August' 2006 to 24th March 2007

SUMMER TRAINING:

PROJECT TITLE: - "A BRIEF STUDY OF MARKETING STRATEGIES WITH SPECIAL REFERENCE TO CUSTOMER PREFERENCES FOR P.V.C. FILMS & SHEETINGS

Duration: - 8 WEEKS

Organization: AMCO INDIA LIMITED NOIDA, (UP)
ACADEMIC CREDENTIALS

Professional

Degree : **M.B.A.**
Specialization : Marketing & Finance
Institution : L.N.M.I., Patna
Duration of Course : 2004 – 2006.
B .COM (A/C Hons.) : 2000 - 2003

EXTRA QUALIFICATION

DNIIT (1 Year Office package) from NIIT.

SKILL / ABILITY

1. Result orientation.
2. Strong network.
3. Leadership ability.
4. Disciplined, structured, process-driven.
5. Positive Attitude.

Interest & Activities

Interacting with people, In order to acquire knowledge by sharing their experience

PERSONAL DETAIL

Father Name : Mr. Babul lal Prasad
Date of Birth : 10 December 1983
Marital Status : Married

Declaration

I do here, declare that whatever I have mentioned in this CV is true to the best of my knowledge and I would be good to furnish much more information as per your requirements

Date: _____

(Kamal Kumar)