

SHIKHAR AGRAWAL

C-48, Ganga Nagar, Meerut

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OBJECTIVE

As a self-motivated and creative individual, my career aspiration is to contribute the best of my skills to achieve organisational goals in this challenging market environment. I am a fast and resourceful trouble-shooter, with a strong intent to solve contingency situations.

WORK EXPERIENCE

KENT RO SYSTEMS LTD. (SSO)

April 2016 – April 2018

- To resolve out any sales related queries whenever needed.
- To manage different promotional activities in order to generate sales leads.
- To provide the training to the sales team at the time of new launches.
- To maintain professional relationships with business partners.
- To monitor all distributors in order to maintain stock & inventories wrt FIFO.
- To allocate different dealer's scheme based on their output ability.
- To increase the billing of distributors & also to collect the payment within the specific time period.
- To fix the meeting with the clients for marketing and sales of the product.

APOLLO TYRES (Area Business Unit Incharge)

May 2018 – Present

- Manages primary sales in the assigned territory, as per target.
- Collection of payments for Sales made, as per the company norms.
- Dissemination of information to Dealers / end customers regarding trade schemes, any communication from Apollo to them.
- Organising and implementing customer awareness programs / product shows in consultation with seniors.
- Generating MIS / data base on the sales trend, schemes etc w.r.t. Apollo.
- Market intelligence on competitor activity and market trend in the tyre industry.
- Market growth and increase in sales coverage in the assigned territory.
- Grievance handling of the customers resulting in having delighted customers.
- Coordinating the after sales service with the customers and the technical services associates.
- Adherence to all the company guidelines on sales and commercial.
- Business Development and demand generation in the assigned territory.

PROFESSIONAL QUALIFICATIONS

Post-Graduation Diploma in Management, (IMS Ghaziabad), April 2016

Bachelor of Business Administration, (IIMS Meerut), June 2014

SUMMER INTERNSHIP

In Binary Network Solutions (H K) Limited for 2 months to analyse the demand of LEDs in the Indian market.

Key Deliverables –

- Need and demand of LED's buyer.
- Emerging market in next 5 years.
- Govt. support towards policies on this product.
- Started a Digital Marketing campaign to analyse the need of customers.

INDUSTRIAL VISIT

1. **Organization** : Yakult DANONE India Pvt .Ltd., Sonipat
Learning : Understood the procedure of formulation of probiotic drink and its effective impact on health.
2. **Organisation** : SAIF Zone , Dubai
Learning : Understood the importance of start-ups and foreign ownership.

3. **Organisation** : SWISS ARABIA Perfumes, Dubai
Learning : Understood the manufacturing process and packaging of perfumes.

CERTIFICATION COURSE/BUSINESS PLAN

- “Quality & Lean Six Sigma” Yellow belt Certification by Experts Hub.
- Participated in “Rural marketing” workshop by IIM Ahmedabad.
- Participated in workshop on “Cold Storage and Warehousing” by IIM Ahmedabad.
- Presented business plan on “Gaddi lagao.com” organised by NIESBUD.
- Attended Conference on “Smart Cities India 2015” at Pragati Maidan, New Delhi.
- Attended Annual Management Convention on “Architecting Competitive Edge for Sustainable Development” at Habitat World, Delhi.

KEY ATTRIBUTES

- Effective learner with multi-tasking abilities.
- Innovator
- Team management & leadership qualities.
- Relationship building

PERSONAL DETAILS

Date of Birth - 11/09/1993

Gender - Male

Father's name - Sh. V.K.Agrawal

Permanent Address - C-48, Ganga Nagar, Meerut