



Milind Sawant

A Sales and Marketing Professional with 20+ years of experience managing niche luxury products for Real Estate / Construction industry across India through Customer Relationship.

Contact

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Competencies

- Sales and Marketing
- Key Account Management
- Customer Relationship
- Customer Retention
- Direct Sales / B2B and Channel Management
- Project Sales and Retail Management
- Brand Management
- Customer Service
- Product Positioning and Management
- RFP / RFQ / Bid & Tender
- Sales Planning and Stock Management
- Team Management

Trainings Received

- Sales Management
- Negotiations
- Pricing Strategy
- Customer Management and Engagement

Professional Credentials

- **BA (Economics, Sociology)**, Mumbai University, 1993-94
- **Advance Digital Marketing Certificate**, TECH-ACT, Dec 2020
- **Luxury Brand Management Certificate** (Online course), Luxury Connect Business School, Jul 2020

- A committed Marketing professional who has worked with luxury décor brand MNCs like Fima Carlo Frattini Rubinetterie, Bisazza India Pvt Ltd, Balas Industries Pvt. Ltd (established Indian modular furniture manufacturer) and Innovative Systems & Services (electronics surveillance systems trader) across Western India
- Strategized and spearheaded B2B and B2C sales of the consumables like sales of the luxury mosaics, faucets and other accessories required for private pool, wellness areas and prime hospitality areas like star studded hotel air-ports etc
- **Led and managed entire value chain** - new product & new market initiatives, business development initiatives, customer strategies and market analytics for establishing lead in niche category
- Acquired dealer confidence to develop and recommend new and/or modified products that enhances the product mix and profitability
- **Worked with key leadership / decision makers at C-level** when offering customized solutions for their particular requirements
- **Accompanied premium customers to flagship stores / exhibitions across Paris, Barcelona and Italy** and assisted them in product selections / customizing proposals
- **Underwent various reinventing sessions during my long career with BISAZZA** under guidance from our international and national HR team, towards implementation of international standards into the Indian market, show-room display, negotiations and other etiquettes
- Offer good people management skills backed by multiple techno-commercial touch-points aimed at evaluating New Product Introduction in the Indian markets and deal with fluid, non-process business situation

Professional Highlights

Regional Manager Maharashtra & Goa (Apr 2022 to Dec 2022) FIMA CARLO FRATTINI RUBINETTERIE PVT LIMITED, Mumbai

- Joined the JV with Fima Jal Faucets Pvt Ltd with mandate to streamline Sales Operations, customer service processes and create brand presence by exploring online and offline platforms
- Structured checkpoints and guidelines for Order management and project delivery including installation services
- Explored and identified various opportunities to create brand presence; created a budget and calendar for capitalizing the opportunities

Area Sales Manager - Western India (Oct 2001 – Aug 2020) BISAZZA INDIA PVT LIMITED, Mumbai

- Joined as Sales Executive and grew to become Area Sales Manager with responsibility of entire western India Region - Maharashtra, Madhya Pradesh, Goa & Gujarat including dealer management

- **Led Sales Team of 7 officers and 2 sales coordinators** for direct and indirect sales activities; worked with 6 dealers in Mumbai and 22 across rest of India
- Bid tenders to win business from DAKC, Naval Dockyard, etc.; established the brand successfully and grew business y-o-y
- Achieved recognition as SPOC for pan-India business of Bisazza Spa Italy's fully owned subsidiary and India Sales Operations
- Worked with renowned architects, real estate developers, home stylists on their prime projects across Delhi, Kolkata, Hyderabad, Chennai, Bengaluru and Guwahati
- **Delivered a first huge project for the company** from Reliance Industries at DAKC in the year 2004
- Retained this key account to win recurring orders; worked with international and Indian designers on projects with Indian Hotels Limited, ITC Group
- Participated in international exhibitions and promotional programs; took initiative to connect with Indian visitors and develop contact
- **Played central role in developing 'haute-couture / avant-garde' segment in Indian space and positioning Bisazza products**
- Reworked on pricing strategy in 2011 as a part of branding exercise; successfully established image in niche space and won business orders
- Trenched against established competition to cultivate confidence in brand quality & pricing; won over key accounts like Hiranandani Constructions, Lodha Group, L&T Realty, Raheja, Oberoi Constructions, Ekta, Kalpataru
- Introduced tapware in addition to sanitary ware products; synchronized project sales planning with imports to ensure delivery commitments without diluting brand position; grew overall sales turnover by almost 5x by 2020
- Recognized with performance awards over the years till post-Covid meltdown

Senior Sales Executive (Apr 1997 - Sep 2001)
BALAS INDUSTRIES PVT. LIMITED, Mumbai

- Joined the office & home modular furniture manufacturer and reached out architects, consultants, corporate organizations
- Worked with senior to bid orders for (staggered supply and single order) for Naval Dockyard and Reliance Industries; introduced modular furniture at CDA-Mumbai and subsequently CDA-Nagpur and CDA-Cochin
- Developed clients like Cox & Kings, Prakash Air Freight, New India Assurance

Sales Executive (Sep 1994 - Mar 1997)
INNOVATIVE SYSTEMS & SERVICES, Mumbai

- Interacted with architects, dealers-suppliers, security consultants in promoting electronic surveillance products of Kokum-Korea like CCTV, video camera, sensors, EPBAX systems etc.
- Explored all opportunities – exhibitions, cold calling, demonstration to generate interest and enquiries; configured and packaged customized solutions as per requirement
- Won business, negotiated and delivered successful deals with Float Glass India Ltd., MHADA, ONGC, Sai Services, Hotel Leela Kempinski, Hotel Centaur and Bombay Stock Exchange

Date of birth: 10th Nov 1973
Excellent references will be furnished on request