

SUDHIR SURYAVANSHI

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JOB OBJECTIVE

In quest of assignments in **Rural Sales and Marketing, Tractor Refinance, Direct Sales, Channel Sales, Marketing Communication & Advertising / ATL & BTL / Media Planning** with an organization of high repute, preferably in Madhya Pradesh

PROFILE SNAPSHOT

- **MBA (Marketing & HR)** with nearly 17.8 years of experience in:
 - ~ **New / Used Tractor finance** ~ **ATL & BTL Marketing** ~ **Agri implement Finance**
 - ~ **Vendor Management** ~ **NBFC Sales** ~ **Direct & Channel Sales** ~ **P&L Management**
 - ~ **Collection Management** ~ **Revenue Generation** ~ **Business development** ~ **Team Management**
 - ~ **Co-ordination with Sales and channel** ~ **Customer relationship** ~ **Service management**
- Currently associated with **IFFCO KISAN Fin. Ltd.** as **Area Manager – JABALPUR M.P.**
- Skilled in utilizing Direct Sales and personal network to develop marketing intelligence for formulating plans (both strategic as well as tactical) for the brands
- Adept in handling sales and collection team and managing professional associates
- Deft in organizing, interpreting and communicating market information to facilitate the decision making process of the top management
- Demonstrated expertise in development & implementation of promotion plans and handling communication for brands including ATL / BTL activities
- An effective communicator with good planning, interpersonal and team management skills

CORE COMPETENCIES

- Implementing marketing plans to build customer preference and generate Quality Lead for business
- Networking with media personnel and establishing long-standing associations with them
- Conceptualising bold growth initiatives, creating innovative product concepts and pioneering entry into new & challenging territories
- Leading & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets
- Developing event management plans & advising the same through innovating marketing communications and corporate image building exercises
- Deploying suitable market research tools to gauge market trends and competitors activities to gain the competitive edge on the market
- Building brand awareness, ensuring positioning in tune with market requirements and competitor profiling to capture optimum market shares

EMPLOYMENT DETAILS

Apr 25 to continue IFFCO KISAN FINANCE Ltd. JABALPUR M.P.

Area Manager

Key Result Areas:

- Responsible for Sales and Collection, handling Used Tractor, UCV, Agri Implement products
- Looking all over the Mahakaushal and central MP area
- Responsible for Area P&L and increase overall company market share.
- Leading a team of Sales and Collection and helping them in Planning & executing campaigns as per company requirements

Feb 24 to May.25**IFFCO KISAN FINANCE Ltd. Bhopal****Area Manager****Key Result Areas:**

- Responsible for Sales and Collection, handling Used Tractor, New Tractor, UCV, Agri Implement products
- Looking all over the central MP and Mahakaushal Area
- Responsible for Area P&L and increase overall company market share.
- Leading a team of Sales and Collection and helping them in Planning & executing campaigns as per company requirements

Apr'23to 24 RBL Bank Bhopal**Cluster Head****Key Result Areas:**

- Responsible for Sales and Collection
- Responsible for Area P&L and increase overall company market share.
- Leading a team of Sales and Collection and helping them in Planning & executing campaigns as per company requirements

Apr'17to Apr 23**TVS Credit Ltd., Bhopal****Senior Area Manager****Key Result Areas:**

- Responsible for Direct Sales along with Channel Sales of used tractor finance and loan against Tractor □
Responsible for Area P&L and increase overall company market share.
- Leading a team of Sales and Collection and helping them in Planning & executing campaigns as per company requirements
- Looking 17 Districts of Mahakaushal Area with more than 25 Sales and collection executive, 5 TM
- Responsible for coordinating with agencies like suppliers, Manufacturers, advertisement & promotions agency, Channel Partners, retail outlets and distributors.
- Make ATL & BTL Activity plan for Branding and TG Data generation
- Achieve contributed value targets set for the branch
- Provide superior customer experience
- Daily submission of MIS to Business Head / Marketing Head
- Develop marketing initiatives to expand customer base and to optimize sales. (Primary focus on lead generation and database Management)
- Monitor individual performance of each employee, continuously work to maximize productivity.

Since Aug'13 to Apr.17

Panoramic Group Ltd., Bhopal

Asst. Marketing Manager

Key Result Areas:

- Leading a team of 30 people and helping them in designing & executing campaigns as per company and customer requirements
- Handling the assignments related to sales promotions/marketing
- Responsible for coordinating with agencies like suppliers, Manufacturers, advertisement & promotions agency, Channel Partners, retail outlets and distributors.
- Make ATL & BTL Activity plan for Branding and TG Data generation □ Planning and executing Mobile holiday world in M.P. & C.G.
- Achieve contributed value targets set for the branch
- Provide superior customer experience
- Daily submission of Marketing MIS to Branch Head / Marketing Head / CO MIS
- Develop marketing initiatives to expand customer base and to optimize sales. (Primary focus on lead generation and database Management)
- Monitor individual performance of each employee, continuously work to maximize productivity.

Highlights:

- Instrumentally handled marketing campaign in M.P. and generated the revenue by 93% □ **Best Marketing team in MP, CG, and Gujarat**

Jan'13 to Aug'13

Neesa Group Ltd.,Ahmedabad

Asst. marketing manager

Key Result Areas:

- Handled the activities of business development and revenue generation
- Responsible for planning and execution of merchandising activities in all over Gujrat
- Planning and executing ATL & BTL Activity for beverage and Bakery Products □ Target setting & management
Monitoring branch targets in numbers & volumes

Highlights:

- Effectively handled the activities of Tie-up with Future Group, Red-craft Event Agency etc. for BTL Activities in Ahmedabad
- Participate in Gujarat Travel Mart, Indian Travel Mart for promote our Brand

Feb'11 to Jan'13

Naidunia Media Ltd., Indore (M.P.)

Senior Marketing Executive

Key Result Areas:

- Dealt with the matter of press release
- Involved in taking care and implementing of modern trade alliances and new branding options □ Accountable for:
 - Market survey for increasing circulation and revenue in specific area. ○ Paid sites selections

