PRAMOD KUMAR SINHA

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~ SENIOR PROFESSIONAL ~

Sales & Marketing | Customer Relationship Management | Business Development

A dynamic convincer with excellent communication & leadership skills; proven record of achievement in conceiving & implementing ideas that have fuelled market presence and driven revenue/ profitability; targeting senior level assignments in Sales & Marketing/ Business Development

PROFILE SUMMARY

A competent professional with over 24 years of experience in:

Strategic Planning / Business Planning	Market Penetration	Channel Management
Product Strategy Planning	Annual Operating Plan	Distribution Strategies
Profit Centre Operations	Business Development	Team Building & Leadership
Market Research	Competitive Analysis	Product Promotion

- Developed and deployed quarterly and annual plans, programs and policies for company & Sales Managers; backed all cross-company sales objectives such as budgets preparation, forecasting of sales targets, market share analysis.
- Got international exposure by visiting across Singapore, Malaysia , Sri Lanka , Kathmandu and Dubai
- Conducted statistical analysis to determine potential growth; designed sales performance goals and monitored performance on a regular basis
- Supervised sales and marketing manpower as well as the hiring and training of personnel; tracked performance of company's sales unit (staff, account and logistics)
- Designed successful sales techniques/strategies/tactics using customer and market feedback

NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- Identified new market and expanded the channel network in Rajasthan, Haryana, Delhi & NCR, MP, Chhattisgarh, Punjab, Uttaranchal, UP, Chandigarh, HP, J&K , Andhra , Telangana , Kerala , Karnataka , Tamilnadu, Maharashtra, East & North East.
- Controlled the deviation, regularized the credit norms and fully implemented the sales policy
- Attained highest ever sale in a single quarter in 2002-2003 and 2006-2007
- Achieved No.1 position in the entire North-I region, for the year 2004-2005 and 2006-2007
- Conferred with President's Excellence Award twice in operation Fateh (CFT) IInd Half 2004-05 and C- Form (SGA) IV Qtr. 2004-2005
- Received Brand Award for Kids/MTB segment in 2004 & 2006
- Best Rookie Rider Award- FFG Ride in 2010-2011
- Best Zone Spares Performance in 2016

PRESENT ORGANIZATIONAL Since Sep 2023

Has worked with Motovolt Mobility India Pvt. Ltd. An EV Company Selling Motovolt Brand of E Scooters/E Moped/E Bicycle/Spares As Channel Head Sales Reporting to Head Sales & Marketing Pan India

PREVIOUS EXPERIENCE Since Mar 2023 To Aug 2023

United Cycle Company A Bicycle Company Selling Unirox, Avantio Brand of Bicycles/Spares As Sr. Zonal Head Sales (PAN INDIA) Reporting to MD

Since Jan 2022 To Jan 2023

Trinity Cycles India Pvt. Ltd. A Bicycle Company Selling Schnell, Trinx, Keysto, Dodge Brand of Bicycles/E BicycleSpares As Zonal Manager North (Channel Development) Reporting to National Head

Since Nov. 2018 To Dec 2021

Sai Baba Global Pvt. Ltd. A Premium Bicycle company Selling Fantom Brand of Bicycles/Spares/Accessories As Zonal Head Sales & Marketing- North/North East/East Reporting To MD

Since Aug 2017 To Sep 2018

Starkenn Sports Pvt. Ltd. A super premium bicycle compn. Marketing & Selling Giant/Starkenn Brand of Bicycles Spares/Accessories/Apparels/Shoes/Sports items As Regional Sales Manager- Sales & Development (South Zone) Reporting to VP Sales & Marketing

Since Jan'2000' To Jan 2017

T.I. Cycles of India (Murugappa Group) Manufacturer of BSA/Hercules/Montra Cannondel/GT/Beanchi/Mongooes/Redely Brands of Bicycles/E CyclesSpares/Accessories as Assistant General Manager- Sales (North) Reporting to GM Sales & Marketing

Since Dec'95' To Dec'99 '

Aristocrat Marketing Ltd. Manufacturer of Aristocrat & VIP Brands of Luggages in Delhi & NCR as Sr. Sales officer Reporting To Branch Manager

Growth Path:
Sep-2023- Channel Head Sales
Mar-2023- Aug 2023 Zonal Head Sales (All India)
Jan-2022 – Jan-2023 Zonal Manager North (Channel Development) continuing
Nov' 2018 - Dec 2021 – Zonal Sales Head
Aug'2017- Sep'2018 – Regional Sales Manager
Nov'2015–Jan'2017 - Asst. General Manager
Jan'2014-Oct'2015 - Sr. Manager Sales
Jan'2009-Dec'2013 - Area sales Manager
Mar'2007-Dec'2008 - Dy. Manager Sales
Jan'2000-Feb'2007 - Asst. Manager Sales
Dec'1995-Dec'1999 – Sr. Sales officer

Key Result Areas:

- Business development for Motovolt Brands of E Scooters/E Moped/E Bicycles in all India experienced in B2B/B2C/Business development/Exclusive EV Retail Sales
- Channel development/Business development for Schnell/Trinx/Keysto/Dodge brands in Area of Northern region and making it a profit center, heading team of 5 people (1 RSM + 4 ASM)
- Marketing & selling Fantom Brands of Bicycles/Spares/Accessories handling North/South/East Region.
- Marketed Giant/Starkenn Brand of Bicycles Spares/Accessories/Apparels/Shoes/Sports items across South Zone handling directly 2 ASM 1 Store Manager 1 Marketing Manager in territory and making it a profit centre.
- Spearheaded the team of 5 members for the functions pertaining to sales & marketing of Hercules, B.S.A, Montra, CANONDEL, BEANCHI, MONGOOSE, GT, REDLEY range of Bicycles, spares, Workouts, and Infants in the territories across Uttar Pradesh, Uttaranchal and NCR.
- Liaising with different teams across marketing, finance, product design, sourcing, logistics, dispatch, quality, operation, vendors along with other functions pertaining to appointment & management of dealer/distributor.
- Regulating the complete sales, collection, forecasting, planning & achievements of target with the systematic implementation of credit policy and promotional strategies.
- Managing the settlement of claim and giving proper service to customers and organising the entire BTL activities on sub dealer meet, mechanic training, school contact program, Fun Fitness Freedom ride and trade shows.
- Monitoring In-shop merchandising, van promotion, wall painting, tracking the secondary sales and stock holding.
- Leasing the expansion of retail store like COCO, COFO, FOFO with increased market development & brand promotion, month forecasting & annual budget planning, credit control & DSO reduction, account reconciliation
- Performing the analysis of market size, market share, segment contribution, ROI calculation.

Significant Accomplishments:

- Developed and implemented relationship strategies to maximize chances of profitably securing strategically important new business worth INR 4 Crores
- Closed INR 2 Crores new business deals by coordinating requirements, developing and negotiating contracts; integrated contract requirements with business operations.
- Finalised Annual Operating Plan (A.O.P) and administered working capital management, debtors and channel management of 100 retail authorised dealers & 20 distributors and liable for area turnover of INR 6 Crores monthly
- Liable for sales and marketing strategy development, product planning, profit, revenue targets and market share targets; achieved an approx. turnover of INR 75 Crores during 2014-15 with No. 1 market share across Bicycles, Workouts, Infants, Spares & Accessories
- Established distributor & dealer network for channel as well as institutional sales for a range of Bicycles, Workouts, Infants, spares & accessories towards the organization's goal of achieving a turnover of INR 100 Crores
- Orchestrated the P&L of Bicycles, Workouts, Infants, spares & accessories business, strategy and marketing for entire consumer lifestyle sector; led the newly created track and trail retail function.

TRAININGS / WORKSHOPS ATTENDED

- Training on Value Selling
- Training on Relationship Marketing
- Training on Daily Work Management
- Training on Ways of Winning
- Training on Selling in a Competitive and Difficult Environment
- Training program on finance for non-finance executive.
- Training on Goal Setting & Manage Performance
- Workshop on Integrated Development System
- Workshop on Innovation & Consumer Insight
- Workshop on Capability Enhancement

CERTIFICATION

- Harvard Managementor Course (2011-2012): A leadership development course from Harvard Business Publishing & Corporate Learning is an affiliate of Harvard Business School successfully completed in 2012

ACADEMIC DETAILS

- Post Graduate Diploma in International Business from Pondicherry University under The Directorate of Distance Education in 1997
- MBA (Marketing) from L.N. Mishra Institute of Economic Development & Social Change, Patna under Magadh University in 1995
- B.Sc. (Physics Hons.) from Science College, Patna under Patna University passed in 1991

PERSONAL DETAILS

Date of Birth:	23rd June 1971
Languages Known:	English & Hindi
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