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FALCON ID # 42408

Telecommunication / Manager

Residential Country : India Nationality : India  
Resume Title : Manager Marketing Notice Period : 1 Days

## EDUCATION

Qualification	Institute / College /university	Year	Country
Me/m.tech		0000	Not Mention

## CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Manager Marketing	Reputed Company	India	03/1994	/

## ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary (Monthly In Usd): Not Mention Expected Salary (Monthly In Usd): Not Mention

Additional Skills :

Career Graph :

March 1994 to date : "Mukand Ltd.", Mumbai / Thane

Mukand Ltd. with Rs.1800 Crores Sales turnover (FY 2006-2007) is a part of Bajaj group. It is multi-product & well diversified involved largely in manufacture of Hot Rolled Steel, Machine building, Steel Castings and Turnkey projects (Engineering & Infrastructure). All the SBU s of the Company have been certified ISO 9000 by BVQI.

< Oct'2006 - till date >

Designation : Manager (Marketing) & Project Manager in Machine Building Division  
[Responsible for business in Western & Central India, Key Clients – A/c s]

Function : Marketing of Cranes, Industrial Machinery, Engg. Structures & Trading  
Clientele : Corporate accounts, PSUs, Clients from organised & unorganised sector

Responsibilities being handled :

- Market Research for assessing business environment and interacting with Engg. Project Consultants (EPC), Corporates & Trade Guides for requirement / new project information
- Marketing & Service strategy formulation
- Sales Budgeting, Pricing & Market Sales Plan implementation
- Facilitating team approach for achieving organisational objectives
- Maintaining liaison on a continuous basis with Client/s, Govt. depts. & Statutory Bodies, Banks & Financial Institutions, Inspection agencies, Erection sub-Contractors etc.
- Handling Management Information System, ISO 9000 & TPM activities
- Recruitment, Training and sub-ordinate development
- Monitoring of Key Performance Indicators, reporting and reviewing
- Involvement in Information Technology on a continuous basis (user dept. participation) for customising & implementing JD Edward ERP- Sale Order, Mfg. & A/c modules.

Achievements:

- Given independent charge of business in 7 states & special assignments/turnkey projects
- Improved Sales / revenue generation (12 -15%) on a sustained basis over past 3-4 years
- Formulated & implemented response plan for Service calls & Customer complaints
- Developed Credit Rating system for clients / customer to be
- Re-engineering in functional areas
- Awards in Master Mind Schemes and for functional performance

< Apr'2004 – Sept'2006 > : Designation : Dy. Manager (Marketing)

< April'1999 – March'2003 > : Designation : Asst. Manager (Marketing)

< April'1997 – March'1999 >

Designation : Sr. Production Engr. (Section Head: Export oriented Spl. Steel mfg. Unit)

Function : Production Mgmt. and Administration

Key responsibilities handled :

- Administration of a Export oriented Production Unit
- Work planning, Production plan implementation, Time & Methods study for spec. work

Achievements :

- Reduced down time (by 5 %) during operations by effectively synchronising activities
- Reduced idle time between operations by properly scheduling the activities (avg.1 hr. between Knock-off and Heat Treatment, avg. 2 Hrs. between Batch Marking and fettling)
- Set norms for Consumption and Wastage for input material through statistical study
- Helped develop teams for specific work & enriched concept of team work in the unit

< March'1994 – March'1997 >

Designation : Marketing Engineer (Steel & Castings Division)

Clientele : Corporate accounts (Industry specific) on all India basis

Key responsibilities handled :

- Market Research, Profit-Centre selection, Sales, Distribution reqt. planning, Sales A/c

- Development of Application Software, Involvement in JD Edward ERP implementation

#### Achievements :

- Restructuring of Customer segments based on business interests and potential
- Finalised new modalities for barter trading during crisis situations
- New product development for improving revenue (addition 4-5 %) & profit mix– items viz. 4.6M3, 5M3 Buckets for Russian Shovels & Crusher Spares as import-substitution
- Improved revenue generation (8 -10%) for select items viz. Bowl, Mantle & Plate Liners for Gyrotory & Jaw Crushers, Soil excavators for Shovels
- Represented the Company & handled business prospects at exhibitions FOUNDREX'97 held at NSE, Mumbai and International Trade Fairs EXPO'96 & EXPO'97 at New Delhi.

March 1993 to February 1994 : “Jyoti Structures Ltd.”, Mumbai

Jyoti were in the field of undertaking turnkey projects in electricity transmission lines & sub-station construction and were serving various SEB s & Power Sector undertakings in India.

Designation : Marketing Engineer

Clientele : Power Sector (Maharashtra & M.P.)

August 1992 to February 1993 : “Vijay Fire Protection Systems Ltd.”, Mumbai

Vijay were in the field of undertaking turnkey projects in Fire Protection Systems for process plants / mfg. units etc., supplying Fire Protection & safety accessories & providing solutions.

Designation : Trainee Engineer (Estimation & Sales)

Function : Estimation & assistance in Sales

#### Additional Information :

#### Professional & Technical qualification/s :

1995 - 1998 : Master of Marketing Management from University of Mumbai

1988 - 1992 : Bachelor of Engineering (Mechanical) from Karnataka University

#### Technical skill set in Computers and Information Technology :

Programming languages & Database: BASIC, PASCAL,(C, Foxpro 2.0, Oracle 8i)...preliminary O.S., Systems s/w & Environment : DOS, WINDOWS, MS OFFICE, LAN (NN v3.12)  
Appln. Software / ERP : Sale Order System and JD Edward ERP

#### Training & Development Programs and Other participations :

- Value analysis & engg, Business process re-engg., TPM-TQM, Health, Tech-Commercial
- Involvement in work groups formed for ISO, JQIP, KAIZEN, TPM and DEMING
- Served as team leader for Juran Quality Improvement Programs set to reduce data input duplication in Sale Order & optimising oil consumption during Heat Treatment
- Lead involvement in development and implementation of Application Software/s

#### Personal Skills, Qualities & Strengths :

- Competitive and goal oriented approach towards work
- Analytical approach, Creativity – Innovation and Commitment to Quality
- Self development, Leadership, Effective communication and Interpersonal skills

- Value analysis and Value engineering
- Impart motivation and training
- Can take up OEM, Technology, Service & Relationship Marketing

Interests and Hobbies :

- My hobbies are net surfing, sketching, house keeping & gardening
- I also indulge myself in yoga and listening to pop music, gazals

Core competencies :

- Market Research
- Budgeting & Sales Planning
- Sales & Marketing
- Commercial terms & Contract Management
- P&L Management
- Customer Relationship Management
- Training & sub-ordinate development
- Team Leadership and Mentoring
- Liaison
- MIS
- Performance Standards