

MADHU SUDAN DHAR

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A challenging position in a dynamic organisation where i can use my potential and creative ability that contributes to the progress of the organization.

- ❑ **M.B.A (Marketing)** professional with 13 **Years** of experience in **Sales & Marketing, Distributors and Sales team Handling, Primary and Secondary Sales, Sales Promotion and Business Development.**
- ❑ **Currently associated with RICHFORD ALLIANZ PVT LTD As Assistant Sales Manager.**
- ❑ Proficiency in acquiring product knowledge, identifying target market and cementing healthy relationship with the clients and customers for generating business.
- ❑ Adept at developing new brand positioning strategies to promote products and realise organisational goals and objectives.
- ❑ An effective communicator with excellent relationship building & interpersonal skills. Possess a flexible & detail oriented attitude.

Career Highlights

RICHFORD ALLIANZ PVT LTD Deals in Electric Vehicles (E-Ricksaw and E-Scooty)..its brand name is KETRON.it deales in nation wide'
As Assistant Sales Manager since April 2023 to till date

Key Deliverables

- ⇒ Appointing of new Dealer and sub dealers as per the territory expansion plan..
- ⇒ Managing existing networks and retention of channels partners..
- ⇒ Increasing sales of new and existing products portfolios...
- ⇒ Handling advertising, promotional activities.
- ⇒ Having contacts with dealers and distributors of same industries..

Gargo International (company is manufacturer of automotive and industrial Lubricants and Greases.its brand name is ADROL..Its deales in national wide)

As Area Sales Manager since Dec 2016 to March 2018 for delhi

As Area Sales Manager for Bihar since April 2018 to March 2023

Key Deliverables

- ⇒ Dealing with automobiles spare-parts sellers, workshops..
- ⇒ Dealing with hardware shops and mill stores shops for transmission ruber belt, industrial and agriculture lubricants.
- ⇒ Handling distributors and sales team for sale promotion activities for automotive lubricant. Monitoring sales team to achieve the sales target of the company in assigned area..
- ⇒ Managing and supervising distribution network by appointing new Distributors and Retailer as per the requirements of the company.
- ⇒ Maintaining good relationships with distributors, retailers & customers to increase the sale of the product.
- ⇒ Analysing daily sales report of sales person, analysing retailers and mechanics complaint...
- ⇒ Cordination with production incharge and store incharge..
- ⇒ Collecting information about competitors pricing and scheme policy..
- ⇒ Handling sales promotional activities and making scheme policy for distributors and retailers...

**K-Max Gold Lube (India) (Its deals in automotive lubricants and greases)
As Sr sales executive for delhi since Jan 2014 to Nov 2016**

Key Deliverables

- ⇒ Dealing with automobiles spare-parts sellers and workshops. .
- ⇒ Handling primary and secondary sales of the company.
- ⇒ Maintaining good relationships with retailers & mechanics to increase the sales.
- ⇒ Analysing retailers and mechanics complaint...
- ⇒ Cordination with production incharge and store incharge.

**The Securitec (Its deals in automotive electronic accessories and its brand name is Black Cat)
As Sales Executive since Apr 2011 to March 2012.
As Sr Sales Executive since Apr 2012 to Dec 2013.**

Key Deliverables

- ⇒ Dealing with two and four wheelers showroom dealers and After Market
- ⇒ Handling the sales promotional activities for automobile electronics accessories and Primary and Secondary sales of the company.
- ⇒ Managing and supervising distribution network by appointing new Dealers as per the requirements of the company.

**Vikash Refrigeration Works(Authorised sales and service partner of Whirlpool Home Appliances)
As Sales Coordinator since Jan 2010 to March 2011.**

Key Deliverables

- ⇒ Handling the sales promotional activities for accessories sale through service team.
- ⇒ Handling customers complaints and maintain good relationship with customers to increase sales and service of the product..
- ⇒ Managing and supervising service team to provide better service after sales

Academic Credential

- ❑ M.B.A (Marketing) from Sikkim Manipal University in 2009 securing A+ grade.
- ❑ B.Com. from Lalit Narayan University,bihar in 2005
- ❑ 12th from Bihar Board in 2000.
- ❑ 10th from Bihar Board in 1998.

Technical Skill

- ❑ Diploma in computer application for one year
- ❑ Tally 7.2

Personal Dossier

Date of Birth	29th february 1984
Linguistic Abilities	Hindi & English
Permanent address	Muzaffarpur,Bihar
Prefer location	Bihar / Delhi