

# 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.**

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## Career Highlights

- ❑ **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 NEW ARCANA INDIA As Area 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.

### **NEW ARCANA INDIA Deals in Electric Vehicles (E-Ricksaw). As Area Sales Manager since Sept-2023 to till date**

#### **Key Deliverables**

- ⇒ Appointing of new Dealer and sub dealers for E-Vehicles sale 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 and after sale service.
- ⇒ Having contacts with dealers and distributors of same industries..

### **RICHFORD ALLIANZ PVT LTD Deals in Electric Vehicles (E-Ricksaw and E-Scooty). As Assistant Sales Manager since January 2022 to August 2023**

#### **Key Deliverables**

- ⇒ Appointing of new Dealer and sub dealers for E-Vehicles sale 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 and after sale service.
- ⇒ 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 Dec 2018 for delhi**

**As Area Sales Manager for Bihar since April 2018 to Dec 2021**

#### **Key Deliverables**

- ⇒ Dealing with automobiles spare-parts sellers, workshops..
- ⇒ Dealing with hardware shops and mill stores shops for transmission rubber 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 sale
- ⇒ 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...

**VOLO AUTO PARTS(Its Manufacturer of Clutch Plate,Chainset,Break Shoe,DiscPad for Two Wheeler Vehicles)**

**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 Refrigreation 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
- ❑ 12<sup>th</sup> from Bihar Board in 2000.
- ❑ 10<sup>th</sup> from Bihar Board in 1998.

**Technical Skill**

- ❑ Diploma in computer application for one year
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**Personal Details**

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