



# GURMEET SINGH ATHWAL

VPO: DHURALA  
KURUKSHETRA -136119  
HARYANA

Contact No- 9878444601

E-mail: meetaathwal@gmail.com

**19 Years' experience of Sale, Service & Marketing in Tractors & Farm Equipment Industry.**

## Key Responsibility Areas

Targeted Business Achievement, Dealer Network Development & Management, People Management & Development, Prospect Management, Capital Management, Consumer Focus, Market Development, Business Review, Feedback & Coaching.

## PERSONAL DETAILS

|                |  |
|----------------|--|
| Father's Name  | : Late Sh. Satnam Singh  |
| Spouse's Name  | : Mandeep Kaur   |
| Children       | : Two daughters {Simranpreet Kaur (16) & Tanveer Kaur (13)}      |
| Date of Birth  | : 28 <sup>th</sup> Feb, 1978                                     |
| Marital Status | : Married  |
| Current CTC    | : 22 Lacs  |
| Expected CTC   | : As per assessment by Organization for the respective position. |
| Notice Period  | : One Month  |

## EDUCATIONAL CREDENTIALS

- ✦ M.Tech. (AgriL. Engg) in **Farm Power & Machinery** from C.O.A.E & T, Haryana Agricultural University, Hissar with 84.2 % (2003-2005).
- ✦ Post Graduate Diploma in Export Marketing from Kurukshetra University, Kurukshetra.
- ✦ B.Tech. (AgriL. Engg) from C.O.A.E & T, Haryana Agricultural University, Hissar with 82.81 % (1997-2001).
- ✦ Merit scholarship Holder of Haryana Agriculture University Hissar.
- ✦ Six months certificate in "Computer Concepts & Application" from TULEC, Hissar.
- ✦ Two months certificate in AUTOCAD.

## PROFESSIONAL ABRIDGEMENT

- ✦ A Dynamic professional with qualitative experience in sales & marketing, business development, product management, channels management.
- ✦ **Currently working with M/s. Action Construction Equipment Ltd, Ballabgarh from 20<sup>th</sup> Nov, 2023 to till date as Regional Manager –Sales in Haryana.**

## OCCUPATIONAL CONTOUR

**- Worked with M/s. International Tractors Ltd, Hoshiarpur from 15<sup>th</sup> Jan, 2018 to 31<sup>st</sup> Mar, 2022 as Regional Manager –Sales at Nashik (Maharashtra).**

- Worked with M/s. Beri Udyog Pvt. Ltd., Karnal (Field King) from 10<sup>th</sup> Nov, 2016 to 31<sup>st</sup> Dec, 2017 as Regional Manager-Sales in UP & Bihar.

-Worked with M/s. Tractors & Farm Equipment Ltd. (TAFE Ltd.) from 13<sup>th</sup> Feb, 2012 to 31<sup>st</sup> Oct, 2016 as Area Manager-Sales in Punjab, HP & JK.

-Worked with M/s. Mahindra & Mahindra Ltd as Assistant Area Manager from Jul'09 to Feb'12 in Punjab.

-Worked with M/s. Escorts Ltd (Agri Machinery Marketing Division), Faridabad as Territory Business Manager from June'05 to Jul'09 in Haryana.

-Worked with M/s. International Tractors Ltd (Sonalika), Hosiarpur; as Sale Executive from Aug'01 to May'03 in Punjab.

## PROJECTS UNDERTAKEN

- ✦ Punjab Project for promotion of **MF9500 & MF9000** in >50 HP & 40-50 HP Category respectively.
- ✦ Mathematical modeling of Performance Characteristic of Combine Harvester.
- ✦ Performance Evaluation & Economic Feasibility of Straw Reaper.

## STRENGTH

- ✦ Good Technical Knowledge of Tractors & Farm Implements and their operations as well.
- ✦ Good Knowledge of Crops, Agronomy and Application of all Equipment.
- ✦ Good Sale, Service and Presentation skill.
- ✦ Punctuality, Integrity and credibility.

## CORE COMPETENCIES

- |                                |                                   |                        |
|--------------------------------|-----------------------------------|------------------------|
| - Sales & Marketing            | - Dealer Networking Planning      | - Business Development |
| - Strategic Planning           | - Training to staff on Sale skill | - Team Management      |
| - Product Promotion & Launches | - Good Technical Knowledge        |                        |

## FUNCTIONAL SKILL SET

- ✦ Team Management & development of 13 people by regular review, feedback & coaching.
- ✦ Responsible for achieving sale targets and model wise forecast of sale.
- ✦ Having excellent technical knowledge of Tractors and Agricultural Implements. Moreover, having good experience of Agricultural Practices.
- ✦ Management of Promo Budget to increase Market Share.
- ✦ Networking with financially strong and reliable dealers resulting in deeper market penetration and improved market share.
- ✦ Team Handling of Territory Managers.
- ✦ Organizing and controlling sales activities like Customer meet, Banker Meet, demos, road shows and product display for good brand image and model mix product promotions.
- ✦ Directing the development of initiatives such as new products, new marketing techniques, new advertising campaigns, incentive bonus schemes.
- ✦ Responsible for Dealer development, fund control, appointment of quality manpower, planning of effective area sale coverage.
- ✦ Feedback of product to Head Office.
- ✦ Monitoring competition and devising effective counter strategies.
- ✦ Conduct on-site training for dealer salesmen (product features, uses, comparison with competition etc.).

## IT SKILL SET:

- ✦ MS-Office Applications-Word, Excel and Power Point.

## **Professional Training while Working**

- ✦ Training on "Management Tools – Finance" imparted by Institution for Financial Management and Research.
- ✦ The 7 Habits of Highly Effective People Training Program by Franklin Covey.
- ✦ Performance Leadership Program for Business Leaders by Neuro Leadership Group.
- ✦ Closing the Execution Gap Workshop by Franklin Covey.
- ✦ Area Manager Gurukul conducted by TAFE, Chennai for their Competency Development.
- ✦ Conflict Management by Mahindra & Mahindra Ltd.
- ✦ Behavioral Training by Land Mark.
- ✦ NIS training conducted by Escorts Ltd., Faridabad

## **Notable Accomplishments:**

- ✦ Increases 1.8% market share of ITL in my Area in Maharashtra.
- ✦ Bagged Best Area Manager award from TAFE Ltd for FY14.
- ✦ Made 6 dealers in Punjab for TAFE Ltd.
- ✦ BG induction of Rs. 1.5 Cr. In TAFE for MF9000 & MF9500
- ✦ Delivered 15 Tractors (Focused Model MF9500: 13, MF2635: 2) to Govt, Live Stock Farm, Hisar as Institutional Sale by reversing the order & payment of HMT tractor in Feb'14.
- ✦ Successfully network 4 dealers of Mahindra & Mahindra tractors at Ropar, Khanna long awaited White Space Type1 locations & Jagraon, Raikot, Morinda White Space Type2 locations which are still working in good way with long term business relationship.
- ✦ Successfully network 3 Powertrac and 2 Farmtrac dealers in area results in effective coverage.
- ✦ BG induction of Rs 1.30 Crs at Khanna, Jagraon, Raikot, Ropar, Ludhiana & Morinda.
- ✦ Imparted Product Training (MF9500 & MF9000) in TAFE for all Punjab Dealer's sale team & Yashpal training to Mahindra dealer's 28 salesmen.
- ✦ Fund induction of 75 tractors by making channel finance limits to the tune of Rs. 3 Crs at Kaithal, Assandh and Karnal dealers
- ✦ Consistently achievement of sale targets.

## **THOUGHT OF LIFF**

- ✦ No substitute of Hard Work.

## **HOBBIES**

- ✦ Agriculture Practices and Traveling

## **AMBITION**

I would like to exploit the synergy of my skills within organization methodologies by effectively utilizing the available resources within the purview of the existing market conditions.

Place:

Date:

**(GURMEET SINGH ATHWAL)**