

# CURRICULUM VITAE



**Mr. RAVINDRA C. SANAP**

## PERSONAL INFORMATION:-

Flat No:- 1 "Shreeyog Residency"  
Vrindavan Colony, Khode Mala,  
Near Sapana Talkies, Nashik-422009.

## PHONE & EMAIL ID

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## PERSONAL DETAILS:-

**Edu.Q- B.Tech (Agri Engineering), MMM.**

**Date of Birth:** May 19, 1987

**Sex:** Male

**Nationality:** Indian

**Marital Status:** Married.

**Languages Known:**

English, Hindi, Marathi,

**Interests and Hobbies:**

Travelling, Playing Cricket, Volleyball,  
Carrom .Reading Novels, Newspaper,  
Research articles and books.

## JOB EXPERIENCE:-

16 Years' Experience in Marketing,  
Business Development Channel  
Management, Strategy Planning &  
Relationship Management Field.

## COMPUTER SKILLS:-

Well versed with MS Office and Internet  
applications. Also A Certified Course in  
AUTO-CAD 2007.

## KEY COMPETENCIES:-

- Business Acumen.
- Good Communication Proficiency.
- Customer/Client Oriented Focus.
- Leadership Abilities.
- Good Presentation Skills.
- Problem Solving Abilities
- Results Driven Performance.
- Strategic Thinker.
- Good Knowledge Of Industry
- Monitoring Competitors activities
- Positive Mind set
- Work in a team
- Good Listener
- Decision Making Skills.
- Good Planner & Coordination Skill.
- Effective Control over Market.
- Maintaining Healthy Relations with Clients.

## SEEKING ASSIGNMENTS - SALES & MARKETING / STRATEGY DEVELOPMENT / BUSINESS PLANNING & DEVELOPMENT WITH AN ORGANISATION WHICH KNOWS THE PULSE OF AGRICULTURE PIPE INDUSTRY.

### CAREER OBJECTIVE:

To become a truly professional person who contribute 100% effort for betterment of organization and himself and hold key position in organization where I can utilize my management related knowledge and Skills towards growth of an Organization.

### PROFESSIONAL QUALIFICATION- ABSOLUTE ADVANTAGE:-

- PURSUED MASTER OF MARKETING MGMT IN "NATIONAL INSTITUTE OF MANAGEMENT SCIENCE, PIMPRI BK." GRADE 'A'
- PURSUED BACHLOR OF TECHNOLOGY IN AGRICULTURAL ENGG UNDER MPKV RAHURI UNIVERSITY 78.30 %

### PROFESSIONAL SYNOPSIS / CAREER OUTLOOK

1. A result oriented Professional with **16 Years'** Of Experience in the areas of Marketing, Business Development, Channel Management and Relationship Management.
2. Hands on experience in Exploring and Developing New markets, Appointing channel partners, Brand promotion, New product launch, Accelerating growth & Indirectly achieving desired goals.
3. Skilled in Managing teams to work in together with the corporate set parameters & motivating them for achieving individual & business goals.
4. An Effective Communicator with good presentation and communication skills.
5. Massive experience in managing business operations; distinction of administering diversified and dynamic business group in a professional manner.
6. Experienced in managing complete supply chain operations inclusive of Farmer training & Meetings, vendor development, inventory control, logistics, warehousing, documentation, etc.
7. An out-of-the-box thinker & effective communicator with excellent relationship management skills
8. An Effective communicator with excellent relationship management & negotiation skills; possess a flexible & result oriented attitude with analytical skills.

### BUSINESS SKILLS:-

Strategy Planning	Institutional Sales	Marketing & Promotions
Business Development	Brand Management	Market Research & Analysis
Manpower Planning	Training & Development	Liaison / Coordination
Team Management	Relationship Management	Channel Management

### AREA OF EXPERTISE:-

#### Operations Management-

- ☒ Steering operations with a view to achieve organizational objectives and ensure profitability.
- ☒ Conceptualizing & implementing Standard Operating Procedures (SOPs) to ensure high quality of Product in order to command a better price in the market
- ☒ Working with close relation with sales team & distributors; analyzing & defining their requirements to increase market penetration by volume.

#### Business Development:

- ☒ Managing business operations with accountability for profitability; forecasting monthly/ annual targets & executing them in given time frame by organizational planning.
- ☒ Providing assistance to Senior Managers in business planning, execution, Sale budget preparation & monthly/annual report generation.
- ☒ Formulating & Implementing Strategies / Policies and reaching out to the unexplored market segments / customer groups for business expansion.
- ☒ Organising Promotional Campaigns / Presentations for new Product Development; focussing on Brand Establishment & Market Penetration.
- ☒ Gathering Market Intelligence, Tracking Competitors' activities and providing valuable inputs for fine tuning of sales & marketing strategies.

#### Vendor Development:

- ☒ Strengthening vendor source and developing alternate source of suppliers.
- ☒ Assessing the performance of the vendors based on various criterions such as percentage for Sale, Product promotion rate, timely delivery, credit terms, after sale services etc.
- ☒ Monitoring incoming materials supplied by vendors and ensuring they are as per quality & quantity specifications and government norms.
- ☒ Managing the overall process of Farmer Meetings, Training, Seminars to farmers.
- ☒ Developing relations to FPO and Farmer Group for bulk Quantity product promotion of company

**TRAINING & ACADEMIC ACHIEVEMENT:-**

1. A Certificate of 2<sup>nd</sup> prize in State Science Exhibition for Model of Thermacol Cutter.
2. A Certificate Course In M.C.C. & participation in inter college sports and National Service Scheme.
3. A Summer Training on Farm Machinery And Power at CSK HPKV, Palampur (H.P.)
4. A Summer Training on Farm Machinery And Power at CFMTTI, Budni (M.P.)
5. A Training on "Import-Export Marketing" at MSME, Mumbai. (Govt. Of India)
6. A project On "Design Of fuel filter choke-up indicator unit" in FMP dept. in B.Tech (A.E.)
7. A Project On "The Study of Brand Awareness and Brand Perception of Micro Irrigation Systems in Pune District." Under Marketing dept. in MMM.
8. A Seminar report on "Micro Hydro Power Plant" under dept. of SWCE.
9. A Seminar report on "Performance & Evaluation of manual Paddy trans planter in hills of Himachal Pradesh.

**ORGANISATIONAL SCAN :-**

1. Working as a Regional Manager-Business Development for Maharashtra and Karnataka in Greenstar Irrigation & Equipment's Pvt. Ltd. Since Nov 2021- till date.
2. Working as a Regional Manager-Marketing for Maharashtra & Karnataka in Vishakha Plastic Pipes Pvt. Ltd Since March 2021- Oct 2021.
3. Working as a Regional Manager-Sales & Marketing for Western Maharashtra, Kolan and Karnataka in Noble Polymers (Shree TNB Polymers Ltd.) Since July 2018- Feb 2021.
4. Working as a Regional Manager-Business Development for Western Maharashtra and Karnataka in Neer Irrigation Pvt. Ltd. Since Aug 2012- June-2018.
5. Working as Sr. Sales Engg. For Pune District in Vishakha Irrigation Pvt. Ltd. Ahmedabad. Since Dec. 2009 to Jul-2012.
6. Working as a Field Sales Officer for Nasik & Pune Dist. in Tafe Tractor Since June 08 -Nov09.

**Channel Management-**

- ☑ Identifying and Networking with Financially Strong and Reliable channel partners, resulting in deeper market penetration and improved market share.
- ☑ Developing New business partners to expand product reach in the market and coordinating with the dealers to assist them to promote the product.

**Relationship Management:-**

- ☑ Maintaining and building healthy relations with the clients for achieving business.
- ☑ Building & maintaining relations with clients, generating business from the existing accounts and achieving profitability and increased sales growth.

**RESPONSIBILITIES & ACCOUNTABILITIES:-**

- Conducting and Organising daily farmer and Dealer Visit and Weekly meetings for Product Promotion.
- Responsible for the Data analysis and Micro level product planning to achieve target.
- Handling a team comprising of Market Development Officers / Sales Engineers to generate business. Building and maintaining wide relationship network with key farmers, Government Officials, Govt. scientists, social organizations, and media.
- Planning and designing product campaigning launches.
- Effectively handling the Trade collections, Customer Queries and satisfaction, Product technical guidance.
- To complete Government Registration Work and product license documentation.
- To develop Business of Company in Targeted area as per desired goal.
- To appointing New Distributors or Channel partners for company product promotion in market.
- To Formulate and Implementation of New Schemes, Strategies, Pricing of product as per Market Need and Launch, promote New company product.
- To get Better result, Motivate the team Members by taking Various promotion activities, Seminars, Trainings etc. also Conduct Farmer Meetings for targeted Product.
- Proper Appointment and termination of MDO, SO and SE as per area requirement with help of HO.
- Planning & documentation of Sugar Factory tie-ups, Big orders, and handling of Tendering process & bank proposal to farmers
- Proper Planning, strategy for developing strong dealer network Sales officer (S.O) wise in their respective vacant areas.
- Recovery of Outstanding amount from dealer within given time with help of concerned area officer.
- Proper Guidance, direction, support to all SO for achieving their targets. Motivating Dealers & SO by visiting their areas.
- Marketing, technical, Practical Support to all Dealers, Distributors, vendors & SE & SO.
- Planning time-to-time different schemes, policy, offers etc for dealers & farmers for motivating them.
- Making strong reporting system to all SO & Strictly Update SO wise reports to company on monthly basis.
- Keep updates of competitor's company information about new policy, prices, scheme, sale, strategy, events etc
- Each & Every condition company will not get any loss, Also Every year company turn over graph/growth must be increasing always take care of that.
- Develops and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
- Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
- Prepares periodic sales report of SE showing sales volume, potential sales, and areas of proposed client base expansion.
- Reviews and analyzes sales performances of SO & SE against programs, quotes and plans to determine effectiveness.

**DECLARATION**

I hereby declare that the information provided herein is true to the best of my knowledge and belief.  
Place : Nashik

Signature  
RAVINDRA C.SANAP  
B.Tech (Agri.Engg.), MMM.