

SUBODH KUMAR
M: + 91 – 8651985718, 7070520238
Email: subodhinkumar3275@gmail.com

Dynamic Country Manager with over 15 years of experience driving market expansion and operational excellence across diverse regions. Proven track record in strategic planning, team leadership, and revenue growth.

*Core Competencies: Sales –Retail Expansion (RREP), strengthening relationships with distributors, dealers and customers , identify trends; and action plans in order to increase customer satisfaction
Sales Strategy, Market Analysis, Data Analysis, Strategic Planning,*

Description:

1. Developed and executed strategic initiatives to enhance market presence Pan India.
2. Led business operations to establish and grow sales across India and neighbouring Countries.
3. Built a robust customer base and dealer network, significantly increasing market share.
4. Managed country P&L, budgets, and business plans, consistently achieving sales growth targets.
5. Developed cross country business by developing Importers in India.
6. Provided strategic pre-sales support to key partners, driving joint business opportunities.
7. Analyzed market trends and competitor activities to identify opportunities for expansion and improvement.
8. Monitored financial performance and implemented corrective actions to ensure alignment with business objectives.

Work History

1. VESBO ASIA PTE LTD (Singapore) - World's leading PP-R pipe manufacturers and exporting company as COUNTRY MANAGER for The Republic of India and neighboring countries.

From August 2020 to February 2024

(Handling Business T/o USD 450,000)

1. Devised, deployed and monitored processes to build a totally New Market in India.
2. Oversaw Day to Day business operation on sales fastening deep professional relationships with wholesales contracts and customers.
3. Developed and cultivated lucrative relationships with the business partners.
4. Zone wise developed stock points for even distribution of the product and product placing.
5. Brand Development by actively participating in exhibitions and getting enlisted in Plumbex India.

2. **Prince Pipes & Fitting Ltd. – India's leading brand in UPVC pipes and Fittings as Regional Head - Bihar, Jharkhand & Nepal**

Duration: From April 2016 to April 2020

(Handling Business T/o INR 120 Crores)

KEY DELIVERABLES:

1. Handling overall activities of the State , credit control, key accounts management and Sales forecast.
2. Developed UDAAN Loyalty Program to reach to the channel partners (Plumbers) and built a strong database insight.
3. Developed RREP (Remote Reach Expansion Plan) to reach to the block level retailers and build a strong database insight and place the product.
4. Appointment of Channel Partners (Distributors) from 2 no to 12 no. for smooth distribution of the product.
5. In four year took the market stake from 35 Cr to 120 Cr. Bihar was rated the

"BEST PERFORMING STATE IN EASTERN ZONE 2018"

6. Core member in developing " UDDAN" a campaign for developing the main channel partner (Plumbers) Pan India.
7. Core member in developing "RREP" (Retail Reach Expansion Plan) Pan India.

3. **Ultratech Cement Ltd. (Unit: BIRLA WHITE) – India's leading brand in White cement and Wallcare Putty as Asst. Manager - Marketing**

Duration January 2011 to May 2016

(Handling Business T/o INR 15 Crores)

KEY DELIVERABLES:

1. Responsible for formulating sales strategy for entire Jharkhand and parts of Bihar and drive primary and secondary sales in line with the Corporate Sales Objective.
2. Responsible for infrastructure management of 2 stockiest and 40 substockiest across the state.
3. Was certified with Product Development Programm and stood

"4th position in Easter Zone"

4. **TATA PIGMENTS LTD. (100% Subsidiary of TATA STEEL) – India’s leading brand in Pigments and Paints business Asst. Manager - Sales & Marketing - Jharkhand**
Duration 2002 to January 2011 **(Handling Business T/o INR 4 Crores)**

1. Targeted a new business unit inhouse in TATA STEEL and developed a decorative outsource unit to work on tunkey projects for allthe maintenance work for TATA Group companies.. Got our company registered in JUSCO . Promotedas Asst. Manager and was handling a business of 6 crs/ annum.
2. Successfully initiates Company’s showroom in prominent and remote location.
3. Controlled and reduced secondary scheme cost from 6% to 4%. In FY 2008 – 2009.
4. Launched 3 new product in the entire tenure of working with the company.
- 5.

Education:

Post Graduate Diploma In Marketing Management – New Delhi from Institute of Marketing & Management.

B.Tech (Civil) – Dr. Babasaheb Ambedkar Marathwada University.

TRAINING / WORKSHOP ATTENDED

- i. Attended one-week Workshop on Professional Selling Skills by Mr. Nitul Ojha in Mumbai.
- ii. Completed three months summer training in Tata Steel- Tinplate Division.

Certificates

1. Trophy for the “BEST PERFORMING STATE” in Prince Pipe
2. “PRINCE OF The DAY” for Excellent Performance in Prince Pipe
3. Product training Certificate for EAST ZONE – “4th postion” in Birla White
4. “MEET EXPECTATION “ Reward in BIRLA WHITE
5. Certificate for completing “RESULTS PRODUCING LEADERSHIP “ from CAREW INTERNATIONAL

STRENGTH

1. Significance
2. Restorative
3. Discipline
4. Command
5. Analytical

PERSONAL DETAILS

Fathers Name : Ganesh Chandra Prasad
Marital Status : Married
Nationality : Indian
Address of Correspondence : Poctek A/2, Flat No. 74- G , Mayur Vihar Phase – 3 , Delhi - 110096
Permanent Address : 304/A, Ashiana Sbha Niketan, Ara Garden Road, Patna – 800014

(SUBODH KUMAR)