

# SURENDRA K PAL

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## RESUME

✧ Business Development ✧ Sales & Marketing (Retail / Project Sales) ✧ Channel / Key Account Management ✧

Proven success of over 23 years in achieving results in highly competitive environment with P&L accountability; excellent track record of developing new markets, directing sales & marketing operations and motivating teams to ensure consistent revenue growth

SKILL SET	PROFILE SUMMARY
Strategic Planning	skilled in breaking new avenues and conducting opportunity analysis by remaining updated about latest market trends and competitor moves
Profit Center Operations	Drove profit gains for a <b>range of products</b> while working with leading brands; successfully managed Project Sales, Retail Sales; competencies of brand approval/ mix design/ close working at sites as well as developed new business by effective calling and network initiatives leading to sales quota achievement year after year
Project & Retail Sales	Proficient in <b>developing strong relationships</b> with key decision-makers in target organizations for business development; merit of acquiring new business by interfacing with Architects, Electrical Consultants, Builders, Dealers & Interior Designers
Channel Management	Strong exposure of working in <b>close interaction with channel partners/dealers</b> to assist them in promoting the products and expanding market share
Business Development	Track record of implementing sales promotional activities for brand building with <b>expertise in bringing out USP of the company's products</b> to achieve higher sales against competition
Sales & Marketing	Excels in implementing effective solutions to customer needs for improving customer contentment and thus repeat & referral business
Key Account Management	An <b>effective leader</b> with excellent communication, analytical & problem solving skills with proficiency in building strong teams that can conquer any obstacle
Product Promotions & Launch	
Team Management	

## ORGANIZATIONAL EXPERIENCE

Since Sep'11: ACC Limited, **Current Posting : Jaipur, Rajasthan** as Sr. Manager-Sales

Sept. 2011 to Sept. 2017 Posted at Chandigarh looked after J&K, Punjab, HP, Uttarakhand and MP as KAM with 2 KAOs

Oct. 2017 to Jan.2020 based at Nagpur and looking after rest of Maharashtra;

Feb. 2020 to Jun.2021, Posted at Bhopal and looked after MP as State Head;

June 2021 to till date posted at Jaipur looking after Rajasthan as State Head;

- Ensuring direct customer interaction at different level to get Brand and product approval for business transactions.
- Attaining new heights scored 2.33 L MT sales, with a growth of 250% YOY basis, in key account division after transferred to West region in 2018, Registered a growth in 2022 of more than 180% over 2021 in Rajasthan,
- Developing & implementing competitive plans for generating sales and expanding market share; planning monthly & quarterly sales targets and executing them in a given time frame
- Acquiring regular feedback on latest market trends, competition and other factors influencing sales; taking steps for achieving desired sales targets and for reaching out to unexplored market segments
- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; managing & reviewing the performance of channel partners, dealers, retailers & franchisees
- Facilitating presentations, collecting BOQs, rendering quotations, finalizing orders & supplying products as per the requirements
- Interfacing with clients for understanding their requirements, suggesting most viable way and cultivating relations with them for securing repeat business for existing and new projects; ensuring customer delight by achieving delivery & service quality norms
- Leading & monitoring the performance of team members to ensure efficiency in operations and meeting of sales targets

### Highlights:

- Built the assign market and administered 1.20 L MT of sales volume and promotion to Chief manager –Sales in 2016 and 1.18 L MT & 24401 MT NHPC tender in HP in year 2017, achieved sales no. 2.33 L MT in 2018
- Pivotal in increasing SOW in HCC, Afcons, Gammon, ITD-Cem., IVRCL, Ramky Infrastructure, NEC Ltd., MRM-IRB, SEW, Soma Enterprises, IL&FS, Simplex Infra, CEC, C&C, NCC Ltd., JMC-Kalpatru

- Acquired approvals in NHAI-projects, tunnel projects for railways and highway, hydro power and Delhi Metro Rail Corporation,
- Developed client list in 2018, after transferred to Nagpur, West Region managed rest of Maharashtra as KAM, Dilip Buildcon Ltd., Iron Triangle, S A Sawant Construction, DC Gurubaxani, Megha Engineering and Infrastructure, TATA projects, Dee Vee projects to name a few

#### Feb'10-Aug'11: BASF India Ltd., Lucknow, Uttar Pradesh as Assistant Sales Manager

##### Highlight:

- Steered efforts in increasing admixture business to Rs.300 LPA, water proofing products Rs.50 LPA, Sealant Rs.35 LPA, Floor Hardener Rs.30 LPA, Micro Concrete, Rs.50 LPA,
- Registered Business with Reliance Power and Essar power in Singrauli, MP, L&T Ltd. and NCC Ltd. in Lucknow for PCE admixture,

#### Jun'07-Jan'10: Pidilite Industries Ltd., Lucknow, Uttar Pradesh as Area Sales Manager

##### Highlight:

- Steered efforts in increasing water-proofing Profudts (Intergral W/P compound, Coatings, Membranes), Repair products, Sealant, Floor Hardener, Micro Concrete, Grouts,
- Registered Business with Hindalco Industries Ltd. Renukoot, JP Cement Ltd. Chunar & Dalla, CDRI Lucknow, PWD Lucknow and NTPC Singrauli MP, and NCC Ltd. Lucknow,

### PREVIOUS EXPERIENCE

Nov'06-Jun'07: Uniproducts India Ltd., [Noida](#), [Delhi-NCR](#) as Assistant Sales Manager

Oct'05-Nov'06: Murudeshwar Ceramics Ltd., [Noida](#), [Delhi-NCR](#) as Assistant Manager-Marketing

Aug'00 - Oct'05: Raja Tiles, [Noida](#), [Delhi-NCR](#) as Assistant Marketing Manager

May'98-Jul'00: Ultra International Ltd., [Noida](#), [Delhi-NCR](#) as Marketing Executive

### ACADEMIC DETAILS

Higher Secondary from UP Board, Ghaziabad in 1990

Intermediate from UP Board, Haridwar in 1993

B.Sc. Computer form Gurukul Kangari University, Haridwar in 1996

PGDM - Marketing and Finance from SIMS, Ghaziabad in 1998

### LEARNINGS FOR EXCELLENCE AND UNDRSTANDING

Diploma in Civil Engineering from IASE University, Rajasthan in 2011

B. Tech. (Civil) from Karnataka Open University, Karnataka in 2014

### PERSONAL DETAILS

Date of Birth: 19th November, 1976  
Address: C-151, Govind Puram, Ghaziabad-201002, UP  
Languages Known: Hindi and English  
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