

Mahesh Dhankhar

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Plot -72A, Gali No -6A, Vipin Garden, Uttam Nager, Delhi



EDUCATIONAL QUALIFICATIONS

2010: Post Graduate Program, Indian Business Academy Greater Noida	CGPA: 5.95/10
Area of Interest: Marketing & Human Resources Management	
2007: Graduation from Madras University, Tamil Nadu	Percentage: 58
2004: Senior Secondary (12 th), K.V.No1, Port Blair, A&N Islands	Percentage: 60
2002: Secondary (10 th), K.V.No1, Port Blair, A&N Islands	Percentage: 66

INDUSTRIAL EXPOSURE

Work experience

- Sales Manager- Retail Sales & Dealer Network (Fitness Equipment) from April 2017 to present

Roles & responsibilities

- Sr. Area Business Manager for India's leading Fitness brand
- Retail and Sale Metrics
- Store operations and commercial compliance
- analyzing the store Profitability
- Franchisee Management
- Consumer understanding and competitor benchmarking Training
- Dealer Network – Working to build dealer Network in North & Eastern market
- Developing product Line for retail & dealer network
- Forecasting sales and inventory management

- Working as a Regional Sales Manager – North(Sports Division) in **Cravatex Ltd** from April 2014

Roles & responsibilities

- Responsible for sales of Wilson Tennis range of Products.
- To manage distributors & appointing distributors based on relevant channel competency and achieving volume.
- To do follow through sales processes applying appropriate sales-tools, tactics and strategies in order to close the deal
- Participate in the sales plan exercise for Pan India.
- Provide information about market trends, competitors sales practices and potential projects.
- Support new products launches.

- Worked as a Sales Executive in **Bajaj Electricals Ltd**, from September, 2012- March, 2014.

Roles & responsibilities

- Responsible for sales of Morphy Richards Appliances range of Products.
- To manage distributors & appointing distributors based on relevant channel competency and achieving volume.
- To do follow through sales processes applying appropriate sales-tools, tactics and strategies in order to close the deal
- Participate in the sales plan exercise for Haryana.
- Provide information about market trends, competitors sales practices and potential projects. • Support new products launches.



Worked as a Sales Officer in **VIP Industries Limited**, from December, 2009- August, 2012.

Roles & responsibilities

- Monitoring primary & secondary sales and stocks of key dealers
- Handling critical dealers where complexity is high
- Monitoring adherence to commercial norms and taking corrective action where required
- Monitoring of company market share for categories handled and taking action on focus areas for share enhancement.
- Identification of areas of network expansion / correction and recommendation of suitable parties within the territory.
- Introducing new products to dealers, implementing new marketing plans.
- Identification of focus products and outlets and other locations for visibility focus for merchandising and taking action through the sales force.

EXTRA CURRICULAR ACTIVITIES

- Volunteer in N.S.S. from 2004 to 2007.
- Awarded 'A' certificate in N.C.C from 2000 to 2002.
- AOL Basic Programme
- Awarded 3st prize in Kabaddi.

KEY PROJECTS

Duration of Sip: April/june, 2009

Company of sip: EPA Infrastructure

designation: Manager Trainee

Project: Development of MIS (Management information system) & different marketing activities

Roles & responsibilities

- Development of MIS(Management information system)
- Marketing activities (Brand promotion, Market research)
- Preparing proposal

COMPUTER KNOWLEDGE

- Languages : C,C++,JAVA
- Software : SPSS 17.0, Tora, Excel 2003, Word 2003, Power point 2003

INTERESTS

Surfing internet & playing cricket

PERSONAL DOSSIER

Fathers Name : Ramesh Dhankhar
Date of Birth : 6th September 1985
Native Place : Jhajjar, Haryana
Nationality : Indian
Marital Status : Single
Contact details : 09654574044
Email ids : mail2mahesh10@gmail.com

Date:

(Mahesh Dhankhar)