



KAMAL RAJ V.A.

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An enthusiastic professional targeting assignments in **Sales & Marketing** with an organization of high repute offering challenging & rewarding environment across **Automobile** and **LED Lighting** Industry.

PROFILE SUMMARY

- Over 4 years' experience in **Sales & Marketing** and **Business Development** in **Genpower /LED Lighting industry** .
- Successfully achieved sales target of **around 18 Kilolitres in Valvoline Engine Oil & INR 1.93 Crores in Cummins Genset Batteries** and **over INR 45 Lakh in LED Lighting Project sales**.
- Expertise in managing **full sales cycle** from initial unqualified lead to proposal development, involving competitor research, price negotiation and deal closure
- Proficient in building customer relations and sustaining long-term relationships
- Major clients include **Honda, RMZ Group, Brigade Group, Bagmanne Tech Park, Prestige Group, Garuda group Pvt Ltd, Himalaya Drug company ,MS Ramaiah Hospitals , National highways Authority, JP group, Amaraja Pvt Ltd , Indian Aerospace manufacturing Pvt Ltd,**
- An effective listener and communicator with excellent interpersonal, analytical and decision-making skills; can work under pressure and meet deadlines

CORE COMPETENCIES

Sales & Marketing	Market Research	Team Management
Client Relationship Management	Reporting & Documentation	Lead Generation

ORGANIZATIONAL EXPERIENCE

DIGIFLIC CONTROLS India Pvt Lt (Jul 2018 – Till date) , Asst. Manger sales & Marketing
Maniranjan Diesels (Authorized Dealer of Cummins India Ltd. Karnataka State) (Oct 2015 – Jul 2018)

Role:

- Identifying prospective clients, understanding needs of the customer, collecting customer feedback and researching markets
- Rendering pre-sales technical assistance & product education while liaising with other members of the sales team & other technical experts
- Preparing proposals for B2B clients of the process as per their technical requirements
- Sharing quotations with the client for customized requirements and negotiating tender & contract terms; designing technical presentations & explaining products to clients
- Motivating & educating sales team by conducting informative seminars on products
- Providing regular feedback to senior management about marketplace and competitor activity
- Developing direct sales & marketing plans and attending industry events to build relationships with key prospects
- Maintaining client relationships, ensuring client loyalty through excellent service
- Mapping needs and tailoring appropriate solution using all relevant products & solutions available
- Managing existing OEM Customers & after-sales technical support

Highlights:

- Developed the current prospect database of clients within specified business sectors to generate effective leads & exceeded sales targets for the business by **5%**
- Amplified customer base by **8%** through maintaining effective relationships and organizing major customer meet every quarter
- Identified target markets and established successful plans to develop them to increase client Base
- Offered after-sales assistance to ensure maximum post sale support for repeat & referral business

- Coordinated with internal departments & field sales engineers to win strategic turnkey projects by exercising cross-sale marketing strategies
- Worked closely with the R&D team by providing valuable inputs for developing new product
- Started handling LED Lighting Division for DIGIFLIC controls Pvt Ltd
- Organized builders meet as a part of marketing promotional activity
- Amplified customer base, maintained effective & strong business relationships with clients

PROJECT UNDERTAKEN

- Successfully Completed National Highway (NH44) Street Light Project starting from lead generation to sale closure of value **INR 18.5 Lakh**.

ACADEMIC DETAILS

2020: **PG (Marketing Manegment)**, IIM, Kozhikode, Indian Institute of Management .

2015: **BE (Mechanical)**, SDIT, Mangalore, Vishveshwaraya Technological University, Belgaum with **58.21%**

2012: **Diploma (Mechanical)**, TMAES, Bhadravathi, Board of Technical Education, Bengaluru with **63.17 %**

2008: **SSLC**, Tharuna Bharathi High School, Karnataka Secondary Education Examination board with **65.28%**

PERSONAL DETAILS

Date of Birth: July 17, 1992

Languages Known: English, Kannada, Hindi

Permanent Address: S/O Amruthalingam V Seegabogi, C N Road, Bhadravathi - 577301

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