#### mukulCurriculum vitae

**Name of applicant** **Mukul**

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### Specialties & Key Skills

Value creator and an astute dedicated management professional as a Business/SBU Head with 15+ years of experience in B2B, B2C & B2G domains of 4 verticals in the functional areas of sales and marketing, P&L management, revenue & EBIDTA growth, business strategy execution, new business development, strategic alliance & partnership, profit center operations, team building and leadership, key account management, channel & distribution management, international business development, strategic sourcing and procurement, vendor management strategy planning & deployment, commercial management, new branch & business development, supply chain management(SCM), retail and wholesale trade sales, market research, branding and promotions, retail, OEM and project sales, branch, warehouse and steel service center management, project management, functional consultant of SAPSD, SAPCRM, SAPIS Retail, SAP Mobility, Sales Force.com & JDA for retail solution architect, with an initial shop-floor experience in QC & PPIC department of large integrated steel plant.

**Special Achievements:**

An accomplished self-motivated leader with consistent success of around 15+ years in achieving sustained revenue & profitability growth in dynamic & changing markets.

* As a Category Business Head – Flat Steel Products, Sales & Marketing for Hypermart (Retail Sales) division of Essar Steel India Limited.; Leading a team of 200+ for business worth INR4500 Crores in revenues per annum; driving sales, marketing and other key stakeholders to understand customer insights and executed customer centric market/sell plans and products which increased the sales and margin growth by 8% y-o-y.
* Successfully managed P&L of Retail outlets, Warehouse & Steel Service centres management through Retail sales, trade, OEM and Project sales for 15+ years and cultivated excellent relationships with new prospects & existing customers.
* Achieved the ABP sales volume of 1.25lacs MT/month with advance collection more than INR350 crores per month for Essar Hypermart as a national sales manager through a team of 200+ workforce of retail business segment of pan India operations.
* Grew revenue and profitability by double-digits in FY2014; developed & launched Ecommerce business – E-Hypermart that grew up from INR 0 to INR 10 Crores in 6months.
* Formulated plans, translated product & business strategies into executable channel plans and drove implementation in western region with a core team of 18-20 members.
* Developed & Implemented cost forward pricing system & Dynamic pricing systems. An effective leader with excellent communication, negotiation and relationship building skills. Excellent sales administrator, Retail & Wholesale trade management.
* Key person in E/Hypermart for the proposal & decision making of the pricing & discounts structure for various ROs across the pan India for flat steel products.
* 3 end to end project of SAP implementations with full lifecycle as a functional consultant of SAPSD, SAPCRM, SAP IS RETAIL, SAP mobility, Sales Force.com and JDA.
* Developed strategies for long-term partnerships/MOUs for various Key Accounts / Partners, vendors & stake holders to be a Multi Brand Retail Outlets for Steel.
* Functional consultant for the developments & successfully running of E Hypermart. Pricing & discounts controller for Hypermart & E-Hypermart products.
* Key person & leader for the development of Essar retail software-JDA as well as SAP CRM & SALES FORCE from business side, also for the various developments in SAP CRM, tableau MIS & JDA retail system.
* As a CMO–Domestic & ExportSales and Marketing for NSAIL achieved sales of INR 2000+ crores annually through a team size of 40+sales team from Domestic & International business. Highest sales & dispatch of 40,000mt & Collections of INR220 Crores in a month.
* Achieved highest sales of PPGI 17000mt &5000mt of imported CRCA in a month for NSAIL.
* Setup & Established the National & International Trading Business for E-Star around 25 crores/month with a team size of 8+ People.
* Setup & Established the Domestic Trade Business for Uttam Galva Steels for metal roofing solutions & achieved ABP targets of INR1200+crores with a team of 40+ sales forces.
* Achieved 10000mt of GC metal roofing sheets sales in a month Established Value addition solutions on secondary arising products Like APC, E-Auctions etc.
* Developed & started E-auction (FA & RA) for UGSL, converted credit sales into advance payments.
* Saved more than INR60lacs from various customer complaints through commercial negotiations & revived the customers.
* Established & successfully run the Patna branch as a Profit centre for JSW Steels ltd. through the sales of value added roofing solution business of 2000mt.
* Developed the South India & South American market for PPGI. East India, Africa & South East Asia market for coated products for National Steel.

## Professional Experience

1. **Essar Steel India Limited (Hypermart–Retail outlets)**

**Category Head – Flat Steel Products – (Aug.’13 to Till Date)**

**Location – Head Office – Mumbai**

**Reporting – CEO and CSPA Hypermart**

As a Category Head, I am responsible for Sales & Marketing, Third party Sourcing of mainly flat steel products like as a Coated & Galvanized Products, steel metal roofing & building products solutions, GC, PPGI, Hot Rolled, Cold Rolled, and plate mill products, across all retail outlets of pan India. In this role I am responsible for setting up a retail footprint pan India for steel hypermart. This entails creating a multi-tiered organized distribution network to retail steel in various forms through a mix of franchised & company owned outlets. Hypermart caters to the steel requirement of SMEs through this distribution network.

My role is to achieve market share objectives across the product categories through P/MR strategy, P/MR (Price/Margin Realization), responsibility entails building ABP, budgets/forecast (volume, value, contribution margin), roll out a comprehensive business plan (segments, geographies), product development, communication, media planning, branding & promotion, business development through franchisee / dealer / channel management, vendor development, third party procurements of steel products.

* As a Category Head /Business Head, full P&L and operational responsibility of retail sales of flat steel products of Essar Hypermart. Overseeing 200+ employees & 17 direct reports spanning across 125 locations in India, Heading top-line & bottom-line revenues for E/Hypermart. Developed E-hypermart, An Ecommerce platform of Essar Hypermart.
* Formulated & executed go-to-market strategies that leveraged tremendous opportunities of growth in revenue from INR 300 Crores to INR 350 Crores per month for flat steel products.
* Created an exceptional Hub-Spoke business plan, SCM organization and sales and marketing infrastructure for western & northern region which maximized the team effectiveness and allowed quick rollout of programmes & products through more than 850 express-marts & 125 COCO hypermart outlets across pan India with a team of 5 Business Leaders, 6 Regional Sales Head, and 40 Business Managers and around 160KAMs.
* Developed & executed strategies on sales & marketing to achieve the monthly volume of 1.25 lacs MT/month of flat steel rolled products & steel metal roofing sheets. In charge for sales of 8 million tonnes of Iron Ore Pellets in Global Markets.
* Key person to supervise & decide the MRP, Margin, Pricing & discounts structure on product, category level & customer level for the Hypermart & E-Hypermart with consultations of CSPA & CEO.
* Maximized top-line & bottom-line, drive business growth, margin & market share of the specific category, with strong product, competition & consumer analytics.
* Developed and executed strategies & incentive /discount plans on product pricing, volume segmentation, market share to achieve ABP numbers.
* As a member of Business Management Group, closely worked with all levels of management within the company to determine needs, developing strategies, establishing corporate strategies for achievement of top-line and bottom- line targets. Implemented strategies for long-term partnerships/MOUs for various key accounts/OEM’s/vendors /channel partners & other stake holders. Single window Purchase & Procurement Head for Essar Steel Hypermart for CAPEX & OPEX.
* Global sourcing & procurements through identification of cost effective supplies with an aim of improving quality & reliability. Budgeted funds for procurement & sourcing of materials ensuring optimum utilization of materials & maximum cost savings. Developed sufficient no. of reliable and reputed sources of supplies for different items requirement.
* Negotiated with the suppliers after analysing the quotations. Releasing purchase order & follow up till materials delivered as per the schedule.
* Brand value creation and marketing of steel products through Essar hypermart retail chain outlets & e-Hypermart (ecommerce portal).
* Achieved periodic financial plans and projections. Contributes in the product communication development on the site. Created and executed of the Sales and promotional plans. Maximizing sell-through of the inventory.
* Delivering Weekly, Monthly, Quarterly, and Annual - Revenue, Margin targets.
1. **National Steel & Agro Industries Ltd. –**

**DGM - Marketing (domestic & international marketing) - (Apr’2011 to Aug.’13)**

**Location – Head Office –Indore**

 **Reporting to: Director and CMD**

Worked as a **CMO – Domestic & Export** (Sales & Marketing) for Domestic & International Markets of Flat steel products & achieved ABP of INR 2000+crores.

* Sales, marketing, procurements& trading activity of steel & metal product of the group resulting INR2000+ crores turnover businesses. Brand development, set-up & established the trading business globally.
* Handled distribution Channel Management, sales collections and review of inventories at Plant levels as well as branch levels. Maintained healthy relationship with channel partners, supervising collection status for ensuring zero outstanding to achieve **almost INR200Cr per month.**
* International Marketing of GI steel & coated products around 20000mt/month throughout the world, mainly African, Europe, South American, GCC & South East Asian continents.
* Managed business activities in entire region, coordinated with all the supportive departments, set targets for the regions and make the team to achieve it, thereby increasing revenues and profitability of the company. Synchronized internal business of the company with the external demand of products & a vibrant and effective coordination with the plant.
* Achieved steel roofing sheets volume over 120,000mt per annum. OEM business development, Project Sales, new product developments as per OEM requirements etc.
* Involved in sales Planning / Forecasting / Demand analysis, pricing strategy, new product development, plant - marketing coordination’s, key account management, new business development, market development. Making new clients & business development independently.
* Organized and Coordinate Presentation of sales & marketing and thereby Project sales demand for product mix. Analysed product mix data to achieve bottom line targets.
* Developed and nurture relationship with key customers of A, B, C-categories.
* Achieved periodic and annual sales & profitability targets by optimizing the product mix considering plant capability & costs. Controlled debtors aging.
* Developed new products/customers through market research / intelligence and competitors’ analysis by capturing evolving sales / product / design / customer needs from the market and communicates back effectively to product team for responding.
* Developed short term and long term plans for growth and lead execution of same.
* Adherence to SOP, system implementation/review and monitoring.
* Motivated and lead the sales team to improve their performance and achieve objectives.
* Coordinated with the Manufacturing Head for ensuring on time delivery of products to the customers.
* Disposal of dead FG/NCO stocks by developing a surplus sales plan.
* Management of all Company funds / cash / assets committed by him internally / externally. Meeting the collection targets from customers.
* Monitored / administered branches & ware houses to comply SOP & audits.
* Overall In charge of Project Sales & Sales of Secondary products through E- Auctions.
* Developing & consolidation of new Market, Project Sales & Marketing.
* Instrumental in Procurements of HR (Hot rolled Coils), CRFH& PPGI for steel trading.
* **Lead Functional consultant for all the Oracle & SAP related activities.**
* As a strategy maker, managing business operations with focus on top-line & bottom-line performance and determining company’s mission & strategic direction as conveyed through policies & corporate objectives.
1. **E Star Exchange Pvt. Ltd. (An ISPAT INDUSTRIES Group Co.) (May’10 to Mar’11)**

**AGM – Sourcing, Procurement, Sales & Marketing**

**Location: MUMBAI, Reporting – Director, C.E.O.**

* Solely Responsible for International Sourcing, Trading & Franchise retail outlets of steels business. Established New Sources and contacts with various sources for Imports &Exports of various Steel products including HR, CRCA, GP/ GC, PPGI, PIG IRON, METCOKE, billets, wire rods, iron ore, tinplate, engineering steel, structural steels & long steel products etc.
* Handled sourcing through identification of cost effective supplies for procurement with an aim of improving quality & reliability. Responsible for global sourcing.
* Budgeting funds for procurement & sourcing of materials ensuring optimum utilization of materials & maximum cost savings. Developed sufficient no. of reliable and reputed sources of supply for different items requirement.
* Negotiating with the suppliers after analysing the quotations. Releasing purchase order & follow up till materials delivered as per the schedule.
* Responsible for high value contracts & tender management.
* Strategic planning: as a member of company executive & business management group, working closely with all levels of management within the company to determine needs, developing strategies, establishing corporate strategies for achievement of top-line and bottom- line targets.
* Responsible for vendor management, validation and negotiations.
* Export of steel to Europe, gulf countries, Asia, Africa & us markets.
* Imports of steel, metals & mineral products to Indian markets.
* Sourcing of steel from India/China/Turkey/CIS/Middle-East.
* International business development of GI/PPGI into Europe, South America etc.
* Market Development of Billets/Wire rods into India and neighbouring markets.
* Brand development of steel retail chain outlets, Franchise network & their proper functioning, sales management, product development, Distribution channel management, and market research & customer services.
* Developed & implement marketing plans & projects for new & existing products / customers. Manage the productivity of the marketing plans & projects. Procurement of Iron & Steel demands of customers.
* Lead functional consultant for all the SAPSD & SAPCRM related activities of Ispat industries limited.
* Represented company in conferences, sales meet, trade fairs and similar events. Expanding market & concluding sales.
* Sound understanding of export/ import regulation & procedures.
* Having network with buyers/ sellers/ key domestic & international market players.
1. **Uttam Galva Steel Ltd**. **– (May- 2007 to May'10)**

**Manager – Trade Domestic Marketing**

**Location: Mumbai**

**Reporting to: Director – Commercial, President and Vice President.**

* Worked as a marketing manager for trade domestic market (India) of primary & secondary products. Job role involves sales planning / forecasting / demand analysis, pricing strategy, new product development, key account management, new business and market development.
* Heading of Prime & Secondary/arising steel business, which net the company almost **INR 1200 crores per annum.**
* Achieved domestic sales of 40,000 MT/month of prime GP/GC, Cold rolled & hot rolled etc.
* Overall In charge of Secondary products & E- Auctions. Successfully conducting **E-Auction of Approx. 8000mt/month** of secondary & arising /APC products like HR / CR Coil ends, HR / CR Trimmings, HR / CR cuttings, baby coils, CRCA sheets & coils, CRCA side slits, GP / HR side slits etc. With a good team work spirits operates on almost zero level stock, whether prime or secondary / arising.
* Achieved landmark annual sales of 100,000mt GC roofing sheets through flexible pricing strategy, Developed market & new products pan India for coated products which resulted in netting the Company a higher volume & NSR & having a better spread of product.
* Developed the E-Auction module & revised the existing system of selling scrap / arising in credit and converted the same to 100% advance cash sales through E- Auction. Also developed processing of scrap in plant and thereby increased margins considerably.
* Lead functional consultant of **SAP implementation activities with TATA Consultancy for marketing department** for S.O., D.O., Stocks & M.I.S. reports etc. Worked as a **Lead Functional Consultant to develop E- Auction module for Uttam Galva Steel Ltd for RA & FA.**
* Worked as a **Lead Functional Consultant SAPSD & SAPCRM** on behalf of UGSL to develop web base system for UGSL branches all over India.
* Controlled & handled the Complaint & Credit Management system for Domestic – Trade Sales.
* Proficient at analysing market trends to provide critical inputs for business development initiatives & formulation of business & marketing strategies. An effective communicator with excellent interpersonal / relationships skills. Based on the Market survey & research, Developed new Products in APC like CR Black Plates & their categorisations.
1. **JSW steel ltd. (After merger of JVSL & JISCO) (Jan’2003- May’07)**

 **Regional Manager / Branch In charge** – **PATNA (Bihar + Jharkhand)**

 **Reporting to: - Sales & Marketing Head (Domestic Marketing)**

As a Regional manager / branch head, achieved sales of 4000mt & collections targets through the sales of the building material and roofing sheet products, Metal roofing solutions, Hot rolled coils & sheets, Cold rolled coils & sheets, coated products etc.

* Offers to various Trade & OEM customers for their various steel requirements (HR/CR/GP/ PPGI)
* Booking of final orders in consultation with the management & the technical department, vis-à-vis the price consideration on the basis of current market scenario.
* Handling OEM & project customers Like BSEB, architectures & construction companies.
* Branch administration, establishing & developing new branch,
* Market survey & research, formulated & implemented marketing strategy accordingly.
* Prospecting & generation of demands, new product development, brand management, creating & building brand, branding strategy & loyalty, building corporate image.
* Administrative support related to sales tax, excise & other government institutions.
* Handled & resolved complaints & legal affairs.
* Identified & explored new products & customers, tendering, costing & pricing strategy.
* commercial negotiations, execution of orders & after sales service, ISO documentations,
* Receivables & inventory management, distribution network & channel management.
* Overall responsibility for entire region’s trade, OEM & institutional sales, achieved sales & budgeted targets & expanding customer base, execute the technical & scientific service related activities.
* MIS reports & working experience on SCM, CRM, SAP & ERP PACKAGE (RAMCO MARSHALL, ORACLE 11i).

**Shop- floor Experiences**

1. **PPC Department** - As a Shift In charge, JSW Steels – Tarapur,

Reporting – Plant head & Dept. head.

 Scheduling (Production, planning & dispatch) of coated products GP/GC PPGI.CGL / CSD, Rolling Mills & CTL lines of capacity around 9.0lac MT per annum.

 Plan & monitor production programme in consultation with marketing & production departments and execute it. Interacted with the marketing and other supporting departments for effective & efficient production planning &dispatch.

* Made & achieved campaign plan and rolling schedule in consultation with production, raw materials and marketing depts. dynamic re-scheduling because of plant constraints as well as changes in marketing priority. Control the stocks of WIP and finished products.
* Coordinated for quality clearance & dispatch in time, for delivery compliance as well as inventory control.
* Day to day co-ordination with plant w.r.t. raw material availability, production planning, production, dispatches and billing. Ensuring that all materials are produced against order & are timely delivered to the customers.
* Co-coordinated with the marketing team for customers order and priorities.
* To allocate the material against the customer’s orders and maintain customer order status. Coordinated closely with marketing and logistics to ensure quick movement of stocks. Analyse the age of stocks and coordinate with marketing for disposal of slow moving stocks.
* To coordinate with raw material store and finishing section for all transaction of material and accounting on a day today basis.

**B**. **Quality Control:** As a shift in charge for online inspections of CRM, CGL & PPGI (colour coated line) products. Co-ordination with third party inspection SGS etc. Implemented entire Quality System, including ISO procedures to ensure everyday manufacturing operation was conducive to a quality product.

1. **CORE HEALTHCARE LTD.** **Sales Officer (1996 - 98)**

**H.Q.-ALLAHABAD – U.P.**

Achieved sales of INR50lacs monthly through a sales team of 10-12 people, 2 distributors & 40 stockiest/dealers. Area covered central & eastern part of U.P. covering 17 districts of UP. Handled pharmaceutical & Hospital Care Products, Medical Device Division (Oxygen pump, Dialysis Machine, Syringes & Needles etc.) & Critical Care Products.

## Technical/SAP Experiences:

 Having more than 10+ years’ SAP functional consultant experience. Implemented & supported 3+ full lifecycle SAPSD, SAPCRM projects for JSW, UGSL, UML, IIL & Essar Steel.

Being a functional consultant from business side, it is always my endeavour to make user friendly system & upgraded on regular basis. Understand the business requirements and map it to functional specifications.

 Finalize functional requirements, assign and track the project [module], work plans for delivery and also provide techno functional guidance for work as well as project completion. Developed and guide the team members in enhancing their functional & technical capabilities and increasing productivity. Ensure process improvement and compliance in the assigned module and participate in technical discussions/review. Prepare and submit status reports

 Create work plans, monitor and track the work schedule for on time delivery as per the defined quality standards. Understand the business requirements and map it to functional specifications.

* + Implemented & supported 3+ full lifecycle SAPSD, SAPCRM projects for JSW, UGSL, UML, IIL & Essar Steel.
	+ Worked as a Lead Functional Consultant SAPSD & developed E- Auction module for Uttam Galva Steel Ltd & E-Hypermart.com.
	+ Worked as a lead functional consultant SAPSD for UGSL & developed system for UGSL branches all over India.
	+ Worked as a lead functional consultant of SAPSD & SAPCRM for Ispat industries ltd. & Essar Steel India ltd.
	+ Functional Consultant of Sales Force.com & JDA Implementation for Essar Steel India Limited.
	+ Experienced functional consultant for SAPSD, SAPCRM, SAP IS Retail, SAP Mobility, JDA, Sales force.com, Ramco Marshall, Oracle 11i, Net term, WMS etc.

Completed training & projects of Functional Consultant SAPSD Module from Hi- Tech – Mumbai. Created own Enterprise Structure and worked on it with the following activities at Hi-Tech, Mumbai during the ERP course on SAPSD functional module as a Functional consultant.

**Technology Area:** SAP R/3 ECC 4.7 & ver. 6.0, SAP Sales & Distribution (SD)

**Operating System:** Windows Server-2003

**Skilled in:**

* + Creation and configuration of enterprise structure and master data for customers. This included creation of Sales Organization, Distribution channel, Divisions & Assigning these to the respective Organizational Units.
	+ Defining account groups and partner functions set up partner determination for customer master, sales cycle reverse sales cycle cash sale and rush order, item proposal.
	+ Played a role in configuring pricing procedure that included defining condition table, access sequence, condition type, pricing determination procedure.
	+ Maintain condition exclusion group and shipping point determination, listing and exclusion. Batch management creation.
	+ Creation of Free goods determination, consignment of goods, third party determination, incompletion procedure.
	+ Rebate process, account determination and third party process.

## Professional Qualifications

* **MBA Dual degree in [Marketing & HRD]** first division in the year 2000.
* Passed Certificate in **Computer Application** with first division in 1997 from IGNOU.
* Completed training & projects of functional consultant **SAPSD** module from Hi-Tech Mumbai.

## Academic qualifications

* **M.Sc. [Organic Chemistry]** with First division marks from APS University.
* **B.Sc. [P.C.M.],** university of Allahabad 1995.

**Status**: Married & blessed with two sons.

**Hobbies:** Listening Music, Chess, travelling, making friendship, facing challenges & taking calculated risks etc.

**Strengths:** Faster learning ability, versatile, analytic, multi-dimensional, multi skilled energetic, self-starter, decisive, dynamic, initiative & go-getter etc.

**Expected salary package:** Negotiable / as per company’s rule.

**Notice period:** One month from the date of offer / appointment letter or in lieu of salary.

**Interview:** Ready to give telephonic interview on prior information.

**Goal of life** my goal is to transition my enthusiasm, creativity & experience into a position, where I continue to provide the strategic/ tactical leadership, critical to organizational growth.