

# RESUME



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## PANKAJ MEDHI

**Strategic Sales - Distribution Management- Channel Management -Institutional Sales**

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Address - Hengrabari, Lichubagan,  
Guwahati, Assam.

**Accomplished professional with over 19 Years' Experience in Channel Sales, with companies like- Prama India, Kejriwal Electronics (OSCAR) HYUNDAI Electronics, Haier Appliances India Pvt Ltd, IFB Industries, Mirc Electronics (ONIDA), Samsung Electronics, Reliance Life Insurance, IMRB Internationals.**

### **PROFESSIONAL PROFILE:**

- An astute professional with experience in the areas of Sales and Business Development, Marketing in Consumer goods.
- Proficient in managing sales operation and formulating strategy to achieve the desired goal.
- Possess excellent communication skill and relationship building skill.

### **CAREER OBJECTIVES:**

To excel in the field of marketing with focus on professional efficiency, effectiveness and team effort by practical application of my knowledge and skilling the most comprehensive way.

### **CHANNEL MANAGEMENT:**

- ✚ Developed and led a professional's team to ensure achievement of Revenue targets, operational goals, customer satisfaction, and individuals' career objectives.
- ✚ Successfully rebuilt business by refocusing sales/marketing strategy on referral and channel relationships.
- ✚ Strategically managed and grew distributor relationships, evaluating their performance region by region and identifying opportunities to seek deeper market penetration.
- ✚ Consistently exceeded revenue quota and individual product objectives by over 25%. Facilitated and participated in weekly account planning/forecasting sessions and hosted training sessions to increase knowledge, motivate, and inspire team to achieve results.
- ✚ Prospected for new business through telemarketing, direct mail, and networking etc.

**WORK EXPERIENCE:**

Present Experience- ***Prama*** India pvt Ltd

Cctv & IT-products-(6<sup>th</sup> Nov2023 –Till Date)

**Designation:** Sr.sales officer-North east.

**Products Handel-**cctv,nvr,dvr,Cable etc



**Present Experiences** are :( From, Aug-2022 to July 2023)

**Organization:** KEJRIWAL ELECTRONICS LTD

(ConsumerElectronics)

**Designation:** Branch Manager-North east.

(Business Development and Service co ordination-NESA)

**Products Handel-**LED-TV, Air Conditioner, Fan, Washing Machine etc

**WORK EXPERIENCE:HYUNDAI**

**Hyundai Experiences** are:(From Jan 2020 to May2022)

**Organization:** HYUNDAI (Golden Arch Consumer Electronics)

**Designation:** DEPUTY BRANCH MANAGER (NESA)

**KEY RESPONSIBILITIES IN -Hyundai**

- Coordinated with ASM/RSO and ensured achievement on monthly and annual sales goals.
- Administered and maintained key customers at various levels.
- Prepared proposals and provided daily reports accurately.
- Evaluated all pricing and ensured consistency on same at all times.
- Ensured compliance to all company policies and procedures.
- Appointment of New Distributors in the Region(NESA)
- Product handled like LED,REF,Washing Machine,AC etc
- Support sales Team to development of Channel sales in Respective Areas
- Planning and achieving secondary sales on the basis of width and depth of each product.
- Achievement of Monthly targets with value Volume.



**WORK EXPERIENCE:**

➤ **Experiences** are:(From Jan 2017 to Jan2020)

➤ **Organization:** Haier Appliances India pvt Ltd

### **JOB RESPONSIBILITIES:**

- Coordinated with RSO and ensured achievement on monthly and annual sales goals.
- Administered and maintained key customers at various levels.
- Prepared proposals and provided daily reports accurately.
- Evaluated all pricing and ensured consistency on same at all times.
- Ensured compliance to all company policies and procedures.
- Monitored and tracked all sales and promotional programs for sales team.
- Participated in weekly sales department meetings.
- Appointment of New Distributors in Respective Area.
- Product handled like Deep Freezer and Visi Cooler, LED, REF, Washing Machine, AC, Water Heater etc
- Coordinate with Potential Customers against their enquiry Like- Dairy Industries , Ice Cream Manufacturer , Breweries and Frozen Foods Industries in Respective Area
- Development of Channel sales in Respective Area.
- Planning and achieving secondary sales on the basis of width and depth of each product.
- Achievement of Monthly targets.



### **WORK EXPERIENCE:**

**Experiences are:** *(From May 2013 to Jan 2017)* **Organization:**  
*IFB Industries Ltd (Home Appliance Division)* **Designation:** *Sr.*  
*Business Executive*

### **JOB RESPONSIBILITIES:**

- Coordinated with sales representative/CSRs and ensured achievement on monthly and annual sales goals.
- Administered and maintained key customers at various levels.
- Prepared proposals and provided daily reports accurately.
- Evaluated all pricing and ensured consistency on same at all times.
- Ensured compliance to all company policies and procedures.
- Monitored and tracked all sales and promotional programs for sales team.
- Participated in weekly sales department meetings.
- Expansion of **Distributor/new Dealer** in the assigned territory to deliver the product to the end-user.
- Planning and achieving secondary sales on the basis of width and depth of each product.
- Contributing towards Branch profitability and Organization growth.
- Finding new innovative ways of market penetration and responsible for its implementation
- Looking for new channel partners. Apart from current channel numbers.
- Understand the market situation in terms of Competition, Promotional activities of the competitors, Price factors.
- Keep focus on the Claim settlement of the Dealer.



**Previous Experience** (From August, 2012 to April2013)

**Organization:** MIRCElectronics, ONIDA-IGOMarketing(AudioVideo&Home Appliances)  
**Designation:** Sales Executive.

**Job Responsibilities:**

- UnderstandthemarketsituationintermsofCompetition,Promotionalactivitiesofthe competitors, Pricefactors.
- Keep focus on the Claim settlement of the Dealer.

**Area Covered:** *Guwahati, Upper Assam, NE states etc*

**3. Previous Experiencesare:**

(From Jan 2011 to June2012)

**Organization:** IFB Industries Ltd (Home Appliance Division)

**Designation:** Territory Sales Representative

**Area Covered:**

Kamrup,Bongaigaon,Nalbari,Barpeta,Goalpara,Kokrajhar,Dhubri,Mangaldoi, Nagaon, Sonitpur, ,Biswanath Chariali,North Lakhimpur & Karbi-Anglong ,districts etc.



- Worked in **Samsung India Electronics Pvt.Ltd.** (June2007toJan2011)
- **Reliance Life Insurance** company ltd.(Dec2006toJune2007)
- Data Collector of **Market Research Agency IMRB International** (July2004 to Nov2006)

**PROFESSIONAL OUALIFICATION:**

- ✚ *MBA in Marketing and Advertising Management (Dual specialization) from Royal Institute of Management Studies, New Delhi.*
- ✚ *Certificate in Economics & International Business from International Business Management Institute,Barlin(Germany)*
- ✚ *Certificate in Leadership & Management from Oxford, E Learning College(London)*
- ✚ *Yellow Belt Certified in Lean & six sigma from the Institute Anexas Europe.*
- ✚ *PMP certification Training from Anexas Europe etc.*

**ACADEMIC QUALIFICATION:**

- HSLC– From Ulubari H.S.School,under Board of Secondary Education Assam,in the year1999
- HSSLC– From B. Barooah College,Guwahati, under Assam Higher Secondary Educational Board, in the year 2001 in Arts stream.
- B.A– From Dispur College,Guwahati,under Gauhati University,in the year 2004

**COMPUTER EDUCATION :**Certificate Course in Computing.(Word,Excel,powerpoint Tally etc)

**ADDITIONAL ACHIEVEMENTS:**

- I have attained number of sale campaigns exhibitions for my previous employer and also achieved number of prizes for canvassing in, (**Samsung Dream Home Road show**).Selling of goods in various markets in upper Assam and lower Assam of India This shows increased 20 % sale of the company. It is my efforts which create consumer demand wherever I go.

**LANGUAGES KNOWN:** English, Hindi and Assamese, Bengali (to read, write and speak)

**PERSONAL DETAILS:**

**Son of:** Late BaikunthaMedhi  
**Bornon:** 20 December, 1981  
**MaritalStatus:** Married  
**Sex:** Male  
**Caste:** General  
**Permanent Address:** Hengrabari, Lechubagan, Bye Lane No-2, HouseNo-47,  
Pin code -781036  
Guwahati,  
Dist-Kamrup (Metro)  
Assam

**DECLARATION:**

I hereby declare that the above information given by me is true to my best of knowledgeand I will present all the documents when ever required.

Date-  
Place-Guwahati

(PANKAJ MEDHI)