

Shrinivas Duragkar

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OBJECTIVE

Results-oriented professional with over 32 years of expertise in Strategy Planning, Sales & Marketing, and Business Development. Seeking impactful roles in Sales & Marketing/Business Development. Proven track record in FMCG, Consumer Durables, and Industrial Products. Expert at market analysis, innovative strategies, and effective team management. Ready to contribute strategic insights and leadership for organizational success.

WORK EXPERIENCE

- Nabina Group** - *Distributor for Qatar Steel and Building Materials, and manufacturing of Kitchen, Doors, etc* **Doha, Qatar**
Project Sales Manager **2018 – Present**
- Managed B2B sales for a diversified product portfolio including steel, sanitary ware, tiles, elevators, and custom-manufactured kitchens and doors.
 - Played a key role in supplying materials to major civil and MEP contractors and large-scale construction firms across Qatar.
 - Developed and maintained strong relationships with key decision-makers in construction and infrastructure sectors, ensuring repeat business and long-term partnerships.
- Bold Industries Private Limited** - *Wooden units manufacturing and distribution* **Maharashtra, India**
Regional Sales Manager **2018 – 2018**
- Managed profitability through revenue growth, cross-selling initiatives, and effective expense reduction strategies.
 - Ensured staff success through effective communication, strategic planning, coaching, and enforcing efficient system policies.
- Integrated Group** - *Industrial Grade electrical equipments distribution* **Maharashtra, India**
Senior Manager **2015 – 2018**
- Established corporate goals, setting short-term and long-term budgets, and formulating business plans to accomplish those.
 - Managed staff recruitment, training, and maintaining a secure work environment, fostering personal growth opportunities.
 - Directed sales strategies, surpassing targets through market analysis, driving revenue growth and increasing market share.
- Funkool India Ltd** - *Market Leaders in Toys and games, (A joint venture between MRF Ltd and Hasbro Inc. USA)* **MH, CH, MP, India**
Area Sales Manager **2007 – 2015**
- Empowered teams through effective leadership, training, and motivation for peak performance in my management tenure.
 - Provided value-based services & solutions by understanding the needs of the client business.
 - Handled **Retail Trade and Modern Trade** for 100+ M alls.
- GRL International Limited** - *A pioneer in Cycle Tyre Industries* **Maharashtra, India**
Senior Branch Manager **2005 – 2007**
- Achieved strong brand recognition in a competitive market, enhancing company visibility and impact.
 - Expanded Vidarbha's dealer market through strategic initiatives, showcasing strong business acumen for sustained growth.
 - Drove operational excellence, maximizing efficiency and profitability while ensuring superior customer satisfaction.
- Funkool India Ltd** - *Market Leaders in Toys and games, (A joint venture between MRF Ltd and Hasbro Inc. USA)* **MH & CG, India**
Senior Sales Officer **1999 -2005**
- Streamlined branch operations encompassing logistics, sales, collections, budgeting, and more for optimal efficiency.
 - Modified sales strategies and methods, resulting in an increase in monthly state sales from 35% to 110%.
- Hindustan Unilever Limited** - *Leading FMCG brand in India* **Maharashtra, India**
Sales Executive **1997 – 1999**
- Managed territory sales operations, leading to a 15% increase in market penetration for key product categories.
 - Built and maintained strong distributor and retail networks, improving on-shelf availability and visibility.
- Indiana Dairy Specialists Limited** - *PAN India dairy product manufacturing and distributions* **Maharashtra, India**
Senior Sales Executive **1994 - 1997**
- Cultivated relationships with customers, ensuring quality and service standards for high satisfaction and business retention.
 - Secured partnerships with 90% of major institutions and caterers, showcasing effective outreach and market expansion.
- Nissus Direct Marketing** - *Market Leaders in Direct Marketing B2C* **Maharashtra, India**
Group Leader **1992 – 1994**
- Executed sales promotion initiatives, including but not limited to conducting product demonstrations.
 - Implementing diverse sales promotion strategies, including events, exhibitions, institutional sales, and target achievement.

SKILLS

Strategy Planning -

- Ensuring profitability by growing the revenue line, increasing cross-selling, and reducing expenses and losses.
- Establishing corporate goals, short-term and long-term budgets and developing business plans for their achievements.

Sales and Marketing -

- Developing B2B and B2C marketing strategies to build consumer preference and drive volumes.
- Evaluating marketing budgets periodically including manpower planning initiatives and ensuring planned expenses.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.

Business Development –

- Managing marketing operations to achieve increased growth and profitability, and initiating market development techniques.
- Providing value-based services and solutions by understanding the needs of the client business.
- Analysing the latest marketing trends tracking competitors' activities and providing valuable inputs for fine-tuning sales and marketing strategies.

Channel Management –

- Networking with financially strong & reliable dealers, resulting in deeper market penetration and reach.
- Evaluating performance & monitoring Distributor sales and marketing activities.
- Monitoring dealer sales and marketing activities, implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.

Product Launches / Promotions -

- Conceptualizing marketing activities for the successful launching of new products.
- Building brand focus in conjunction with operational requirements
- Ensuring maximum brand visibility and capturing optimum market shares.

Customer Relationships Management (CRM)-

- Managing customer service operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- Maintaining cordial relations with customers to sustain the profitability of the business.
- Providing value-added customer services by attending to B2B and B2C customer queries and issues.

Team Management -

- Leading, training, and motivating teams ensuring optimum performance.
- Imparting training to the team and assisting them in meeting the assigned B2B and B2C targets.

EDUCATION

Diploma in Sales and Marketing Management

Bhavans College

1997 - 1998

Master of Commerce

Nagpur University

1991 - 1992

Bachelor of Commerce

Nagpur University

1986 - 1990

ACHIEVEMENTS AND AWARDS

- Awarded by Nabina Group for Best Salesperson, for the year 2020 – 2021.
- Awarded MRF trophy for Best Frontline Manager for the years of 2011 – 2012 and 2012 – 2013.
- Consistently achieved 100% of sales targets throughout my tenure as Senior Sales Officer and Area Sales Manager at Funkskool, earning a place in the company's elite performers group. Additionally, mentored and led my team to achieve their targets with 100% accuracy, fostering a culture of high performance and accountability.
- Awarded by the Chairman of Indiana Dairy Ltd. for exceptional sales performance and customer relationship management.
- Received the MRF Merit Award for Sales in the year 2003 – 2004.
- Awarded 'Super Salesman' twice and recognized for mentoring "Six High Flyers" in a 6-member team in 1992 - 1994