

## CURRICULUM VITAE

**Kalpesh Laxaman Sonawane**

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### OBJECTIVE

“Looking for a challenging career in a reputed organization that will make me a part of its work force, dedicated for its overall growth and development of the organization thereby giving me a complete job satisfaction. I will go for the freedom to handle a project and give it the best”.

### “Sales and Marketing”

A result oriented professional with around 7 years & 4 Months of experience in the Area of **Business - to-Business & Business-to-consumer** sales & marketing Products. Currently working with **Drip India Irrigation Pvt. Ltd. As a ‘Sales Engineer’** based at Nashik. Proven expertise in multitude functions such as Sales & Marketing, Advertising, Sales Promotion, Product Launch & implementation of effective business strategies for achieving performance target providing good sales after service for maximising sales, Consumer satisfaction & Customer retention.

### PROFESSIONAL SNAPSHOT- CURRENT:

#### 1) Drip India Irrigation Pvt. Ltd. As a Sales Engineer from June 2012 to Till Date

Area of Operation (Marketing & Sales)

**Region** – Nashik District, Palghar, Raigad.

#### ➤ **Product Range:**

**Drip India Irrigation Pvt. Ltd.** is Manufacturer & Exporter of Drip Irrigation & Sprinkler System & Pvc Pipe.

#### **Job Profile (Roles & Responsibilities)**

- 1) Identify marketing opportunities by identifying consumer requirement defining market, competitor sales & competitors’ strength & weaknesses forecasting projected business, establishing targeted share.
- 2) Explaining Drip Irrigation & Sprinkler System specifications, benefits & features.
- 3) Build customer base by identifying potential market for Drip Irrigation & Sprinkler System..
- 4) Conduct & carry up to date all market & competitor’s analysis & identify any opportunity for product development.
- 5) Business development through cold calling, Emails, References, Internet, Formal visit etc.
- 6) Achieves marketing & sales operation objectives by contributing marketing & sales information & recommendation to strategic plans & review, preparing & competing action plans.
- 7) Involved in various aspect of marketing like Market research, product development, strategic planning, price negotiation, distribution of products & sales forecasting.
- 8) Maintain & develop good relationship with customers through personal contacts, meetings or telephone etc.
- 9) Sustain rapport with key accounts by making periodic visits, exploring specific needs anticipating New opportunity.

## 2) Dr. Reddy's Laboratories Ltd. as a Professional from Feb 2010 to July 2012.

Area of Operation (Marketing & Sales):

**Region-** Nashik district.

### ➤ **Product Range:**

**Dr. Reddy's Laboratories Ltd.** India's Leading Manufacturer & Exporter of Pharmaceutical Formulations & medicine

### ➤ **Job Profile(Roles & Responsibilities):**

- 1) Regular Doctors visits, in respective territory.
- 2) Co-ordinate & support to sales people & dealers for sales & marketing activities.
- 3) To arrange CME & Conferences for Doctors.
- 4) Internal correspondence – includes verbal communication with Doctors, Chemist.
- 5) Managing Chemist and Dealer sales person for Field investigations.
- 6) Conduct & carry up to date all market & competitor's analysis & identify any opportunity for product development, promotional strategy.
- 7) Organizing & managing events like rural blood checking camp, free expert consultation for patient, CME for Doctors.
- 8) Involved in various aspect of marketing like Market research, strategic planning, price negotiation, distribution of products & sales forecasting.

## PROJECT

**Title:** "To Study of Brand Awareness of Voltas in Nashik City"  
**AIM:** "To identify & increase Brand awareness of cooling appliances of Voltas in Nashik City & to analyze the market penetration of Voltas products compare with major Competitors products."  
**Organization:** - Voltas Ltd.  
PUNE

## ACADEMIC CREDENTIALS:

- **M.B.A (Marketing)** From **Rajaram Bapu Institute Of Business Management** (Pune University) Secured Higher Second Class
- **B.Sc.(Chemistry)** From Pune University (First Class).
- **H.S.C.** From Maharashtra Board (Second Class).
- **S.S.C.** From Maharashtra Board (First Class).

## COMPUTER KNOWLEDGE:

MS-Office  
Tally 9 (A)

## PERSONAL STRENGTH:

- Initiate sincerity & aptitude for hard work.
- Ability to work in team & go along with people friendly.
- Ever willing to work.
- Strong interpersonal skill & relationship Management and the ability to relate people at all levels across the organisation.

## EXTRA CURRICULAR ACTIVITY

- Participation in Kisan Exhibition 2012, 2013 & 2014,2015 & 16 (Pune)
- Participation in Krishithan Exhibition 2012 to 2017 in nashik
- Participation in State level seminar on “Strategic Approaches to Solve Environmental Problems”
- Participation in National Service Scheme Camp in College Level.

## PERSONAL INFORMATION:

- Name : Kalpesh Laxman Sonawane
- Father name : Laxman Jayram Sonawane
- Date of Birth : 15<sup>th</sup> June 1985
- Marital status : Married
- Language known : English, Hindi, Marathi
- Hobbies : Learn new things, Playing cricket, Listening music.
- Permanent Address : Room no.4 Jayhari Society Ashoknagar,Satpur  
Nashik Maharashtra-422012

I declare that above furnished information is true to best of my knowledge.

Date: -

Signature

Place:-Nashik

(Kalpesh L. Sonawane)