

ANKIT AHUJA

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MANAGEMENT PROFESSIONAL–SALES & BUSINESS DEVELOPMENT

Targeting Assignments In:

✱ Sales & Marketing ✱ Export & Import Operations ✱ Key Account Management ✱ Collections

Performance-driven professional with notable success in achieving results in a highly competitive market environment

Profile Summary

MBA – Sales & Marketing offering over 14 years of rich experience in:

Business Development	Sales & Marketing	Channel / Dealer Management
Product / Brand Promotions	Market / Competitor Analysis	Export & Import Operations
Client Relationship Management	MIS Reporting/Compliances	Team Management/ Trainings

- Expertise in identifying new business opportunities and planning competitive marketing strategies for generating sales. Promoted the sales of construction equipment like Material Handling Cranes & Road Construction Machines.
- Experienced in **Direct Sales, Govt., Corporate and Channel Sales**. Organizing product promotions / New product launches, **customer & dealer meets** for enhancing brand value & improving sales
- Skills in **Import & Export Operations**, Liaising with regulatory/ custom authorities for timely customer clearances and filing Bill of Entry.
- Worked in **coordination with channel partners- dealers, distributors & retailers** for expanding market share.
- **Customer-centric professional** with skills in deriving business from key accounts and providing excellent services to all valued clients leading to enhanced customer satisfaction, repeat & referral business
- **Effective leader** with proven talent in motivating team members and enabling knowledge-sharing amongst them; problem-solver with strong negotiation, communication skills.
- **Customer Approach-** Doing regular visits at the customer and being touch with them regular basis.

Work Experience

2025 CURRENTLY AGGCON EQUIPMENT INTERNATIONAL LIMITED.

2023 to 2024 NEAT IMMIGRATION SERVICES PVT LTD.

Growth Path:

- Worked as a Marketing Manager in Study Visas for Canada to Indian Students.
- Daily Visit of Schools & Colleges, Universities for Promotion Activities which included Sponsored Events.
- Arranging Camp Activities in Schools, Colleges, Universities and provide guidance of the entire process for study visas to students.
- Communicating with Canada Office Staff for the ongoing Applications.

Previous Experience

2021 to 2023 RHS DYNAMICS PVT LTD. as Sales & Marketing Manager

Growth Path:

- Worked as a Sales & Marketing Manager. Product Sold HP Laptops, Desktops, Printers in Delhi NCR Region.
- Regular Visits in Corporates as well Government Offices.
- Daily stocks update and maintained DSR.
- Generating Enquiries and ensuring timely deliveries to the Clients.
- Regular Visit to HP Head Office for new Models as well Price Updates and Warranty Updates.

Previous Experience

2019 to 2021 HDFC BANK LTD Delhi as Manager -Sales & Collection.

Growth Path: Got selected in the interview of HDFC Bank in Sales & Collection and contributing 2 years of significant experience to the company

Job Description:

- Worked as a Collection Manager in Business Loans.
- Worked as a Collection Manager in GOLD loans.
- Monitored Channel Partners/Agencies for better reach and positive results. Was Leading Team of 10 executives.
- Did Regular Field visits at customer address along with Agency/Channel partner sales executives.

Previous Experience

2007 to 2017: Escorts Construction Equipment Ltd. Faridabad as Manager -Sales

Growth Path: Got selected in the interview of Escorts Construction Equipment in Sales & Marketing and contributed 10 years of significant experience to the company

JOB Description:

- Managed the entire **Sales & Business Development** activities in the assigned regions NCR.
- Directed & **motivated team of 7 team members** for achieving the assigned monthly sales targets.
- Developed competitive strategies for generating sales and optimizing revenue from primary and secondary markets
- Forecasting and **tracking monthly sales targets** and ensuring its achievement within deadlines.
- Analyzed market trends/competitor activities and finding out measures for countering competition
- Identifying and appointing reliable channel partners / dealers for deeper market penetration & reach.
- Organized **promotional activities** to drive sales, enhance brand & market credibility.
- Preparing & reviewing Sales **MIS & other Reports with senior members** to keep a track of day-to-day operations.
- Improving customer satisfaction level by meeting of delivery and service quality norms.

Highlights:

- Ensured **compliance with Export-Import Regulations** and kept a track of relevant changes in various rules & regulations such as L/C formalities, Excise Duty and Customs Tariff.
- Successfully **recovered 150 Crores of Pending C' forms from PAN India in span of 2 years (2014-2016)** that were a huge liability on the company; Motivated & **guided the team of 20 Members of Collection Team Staff to achieve the huge target.**

Previous Experience

2005 to 2007: Hari Packaging Industry, Faridabad as Business Partner -Sales

Growth Path: Joined as a Business Partner with MD of Standard Cartons Pvt. Ltd. handed over the business to father

Highlights:

- Headed the whole plant with self-determination and clear **vision; increased sales by 30% within 1 year of time**
- Managed activities like
 - Monitored Collections of the company with Accounts Team and taking note of the transactions on daily basis.
 - Maintaining the Inventory and rechecking the availability of the different raw material needed for production.
 - Purchasing the raw material from the vendors, looking after maintenance of machines.
- Approached new customers through the help of portal of Packaging Industries, through which several job works were added apart from the regular customers.

Previous Experience

2003 to 2005: Standard Cartons Pvt. Ltd.

Highlights:

- Pivotal in **achievement of sales target of 600k to 700k p/m**; managed different in house activities.
- Maintained close relationship with the existing clients.
- Maintained the quality as well the benchmark set against different branded companies.
- Closely monitored the quality check of the supplied products.
- Coordinated with production team for completing monthly targets.
- Led entire operation with a team of 7 Staff Members including Executives related to Sales, Quality, Accounts & Production.

2012 **MBA –Marketing from Sikkim Manipal University**

2003 **BCA from Chaudhary Charan Singh University**

MS Office (Word, Excel & PowerPoint), MS Access, Adobe Photoshop, E-Mail and Internet Applications.

Personal Details

Date of Birth : 16th February 1981
Address : Sector 7B Faridabad, Haryana
Languages Known : English, Hindi
Notice Period- : Immediate