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DOB: 10th Aug 1977

Business Development ~ Strategic Management ~ Sales & Marketing

Business strategist offering a sterling experience of 20+ Years of generating business in fiercely competitive markets

Area of expertise:

- Business identification / Client acquisition
- Business scale-up & growth
- ROI Accountability
- Key accounts management
- Channel & distribution network development
- Commercial operations
- Institutional & corporate sales
- Cross-functional liaison
- Strategic planning & budgeting
- Product & brand development

Skills:

- Negotiation (commercial / collaborative)
- Inter-personal communication
- Training (product & sales)
- People management
- Teamwork
- Presentation & product demonstrations

Professional Experience and Accomplishments

Forbo Flooring India Pvt Ltd.

Feb 2019 - Present

National Sales Manager – Textile Flooring

Area of operations – India, Nepal, Bangladesh and Bhutan

Forbo flooring systems is 150 years old SWISS company enlisted in Swiss stock exchange produces about 40 million square meters of Linoleum, Viny, LVT, Carpets having more than 65% market share worldwide. (www.forbo-flooring.com)

Achievement:

- Responsible for the sales turnover of INR42Cr.
- Built large volume business for carpet through government, commercial offices, institutions, hospitality projects by closely working with architects, interior designers and acoustic consultants.
- Educated & got Flotex FR approved for upcoming Indian Railways premium coaches.
- Appointed exclusive distributor for flocked Flooring for PAN India to enhance the service level for supply & installation of projects and sub dealers PAN India.
- Influenced distributor to maintain inventory of all SKUs ie roll, tile and planks.
- Established LVT range for gaming zone "TIMEZONE" across PAN India.
- Trained distribution network teams (Pan India) in resilient vinyl and carpet floorings (product applications & sales).
- Successfully run sales managers incentive scheme PAN India for Flotex in strive of secondary sales and generation of primary through 40 sales managers.
- Successfully promoted and developed Nepal & Bangladesh markets for premium range Flotex carpet.
- Appointed a distributor / super stockiest for resilient vinyl and carpet tiles verticals with stocking of INR 2cr.
- Appointed sub dealers in tier 2 cities in each state and got associated with distributors to seek secondary business.

Previous Employment Details

Welspun Global Brands Limited

Dec 2018 – Feb 2019

General Manager – Commercial

Welspun Group is a US\$ 3 billion company and is one of India's fastest growing conglomerates. Welspun Group has captured a strong foothold in more than 50 countries, it employs over 26,000 people and has over 100,000 shareholders. Welspun has created a wide range of products from line pipes, home textiles, infrastructure, steel, warehousing & flooring.

Job Profile:

- Appointment of distributors, dealers and sub dealers across the zone (Distribution channel).
- Appointment of Sales Managers for state wise locations and responsible for techno-commercial training along with product presentations to groups of architects, interior designers etc.
- Product launching at mass level.
- Marketing promotions through events related to building material products, conferences for facility management, architect meets & interior designers.
- Involved with strategic planning as part of the management team.

Forbo Flooring India Pvt Ltd.

Mar 2011- Nov 2018

Regional Sales Manager – North & East India, Nepal, Bangladesh and Bhutan

Forbo flooring systems is 150 years old SWISS company enlisted in Swiss stock exchange produces about 40 million square meters of Linoleum, Viny, LVT, Carpets having more than 65% market share worldwide. (www.forbo-flooring.com)

Achievement:

- Responsible for the sales turnover of INR24Cr.
- Successfully broke competitor's exclusivity in Samsung Retail SIS business and did 1000 stores PAN India.
- Established Linoleum flooring for healthcare projects like Fortis, Medanta, Narayna Hospital, Cancer hospital, Lko, Indira Gandhi Hospital, Delhi.
- Introduced Linoleum flooring for airport and did Terminal -2, New Delhi and Kathmandu International terminal, Nepal.
- Appointed distributors for different verticals to enhance the spread and reach to the end customers and influencers.
- Influenced distributor to maintain inventory of all SKUs ie roll, tile and planks.
- Trained distribution network teams in resilient vinyl and carpet floorings (product applications & sales).
- Successfully launched Linoleum and Flocked flooring in Bangladesh and Nepal market with good volumes.
- Successfully promoted and developed Nepal & Bangladesh markets for premium range Flotex carpet.
- Established LVT market among commercial office segment like Genpact, Nomura, Amazon etc.
- Appointed sub dealers in tier 2 cities in each state and got associated with distributors to seek secondary business.
- Influencer level activities "LUNCH BOX PRESENTATION" organised among key architects and government bodies and made it successful among 40 accounts.

Knauf AMF India Pvt. Ltd.

Sep 2008 - Feb 2011

Sr. Sales Manager – North India

KNAUF AMF GmbH & Co. KG, located in the Bavarian forests of Germany, AMF produces about 50 million square meters of performance ceilings annually. AMF has the world's largest manufacturing unit today for mineral fiber, wood, gypsum and metal performance ceilings. Now currently known as Knauf Ceilings Solutions after taking over Armstrong Ceilings. (www.amfceilings.com)

Achievement:

- Achieved large volume business for AMF during 2008-2011 period closing projects like Google, Reliance, ESIC hospitals-pan India, CBI Headquarters, Aircel, Ernst & Young, Columbia Asia hospitals, spice Telecom, Era Infra, Asian Institute of Medical Sciences, Advant IT Park to name a few.
- Handled AMF Team & distribution network teams across North India with a value turnover of INR 16Cr.
- Negotiated high-end deals and managed the entire business operations for the region.
- Identified financially strong and reliable channel partners and established strategic alliances.
- Established AMF as clear number 2 in North India in mineral fiber product segment business & best product in its category.

Vardhman A & E Threads

Sep 2007 – Sep 2008

Area Sales Manager – Industry (Delhi NCR & Haryana)

Vardhman Yarns & Threads Limited (VYTL) is a joint venture between Vardhman Textiles Ltd. India and American & Efir LLC of USA engaged in manufacturing a range of specialty threads across different applications. This strategic joint venture leverages the strengths of both companies to expand thread sales in India's rapidly growing sewn products market and further expands American & Efir LLC's presence in important Asian markets. Group is having a turnover of \$700mn, spanning over 24 manufacturing facilities in five states across India. (www.vardhmanthreads.com)

Achievement:

- Managed team of 11 sales officers and executives responsible for Industry sales turnover of 15Cr.
- Achieved double digit growth in apparel garment exports houses like Shahi Exports, SPL, Richa &co, Orient Craft etc.
- Instrumental in seeking growth from speciality footwear customers like Woodlands, Nike, Adidas, Relaxo, Lakhani, Liberty etc.

H & R Johnson (I) Ltd.

Mar 2005 – Aug 2007

Assistant Manager-Sales (Delhi & Ghaziabad)

Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. HRJ along with its Joint Ventures and subsidiaries has a capacity of over 51 million m2 per annum spread at its manufacturing plants across the country with value turnover of INR 1729cr (www.hrjohnsonindia.com)

Achievements:

- Given an incredible growth in assigned territory ie. from 3K m2 to 8K m2 per month with value turnover of INR 6cr.
- Successfully bagged 25 k m2 of Rustic tiles (Endura) from Shri Group, Mathura, 1st ever biggest order for Rustic range.
- Appointed a dealer in Mathura and did a business of Rs.1.5 Crores within initial 7 months.
- Lead a team of 8 sales executives for channel & institutional sales.

Asian Paints (I) Ltd.

Feb 2001 – Feb 2005

Sr. Territory Sales-In-Charge (DBU) – U.P (West) - Ghaziabad & Agra depot

Since its foundation in 1942, Asian Paints has come a long way to become India's largest and Asia's third largest paint company, with a turnover of Rs. 96.32 billion. Asian Paints operates in 17 countries and has 24 paint manufacturing facilities in the world servicing consumers in over 65 countries. (www.asianpaints.com)

Achievements:

- Independently managed 350 dealers directly as wholesalers, retailers, sub-dealers.
- Territory growth at 15% CAGR with value turnover of INR9cr.
- Got promoted as **Sr. Territory Sales In-charge** (2002-2003).
- Got "**Achievers Award**" for UP & Uttaranchal region for the year 2001-2002.

Academic and Professional Credentials

- **Master of Business Laws (MBL) - FT**, University of Lucknow - Campus, Lucknow. 1997-99
- **Post Graduate Diploma in Business Management** from IMT, Ghaziabad 2004-07
- **Bachelor of Science (Statistics & Maths)** 1994-97
MJP Rohilkhand University, Hindu Degree College, Moradabad

Place: New Delhi

Date:

(Ritesh Thareja)