



PUNEET KHOSLA

SPECILIZATION:

- A stratagem in Sales, Business Strategy, Marketing Systems & Marketing Operations with 20+ Years of Total Experience.
- 17+ years' experience in Automotive OEM's both 2W & 4W, handling Steel Products like CR Steel Strips & Sheets, Steel Tubes like ERW, CDW, TFF, SS & Aluminum Coated & Allied Components and initial 3 years in IT Training Industry.

KEY SKILLS:

- New Business Development, Sales & Marketing Operations, Logistics Management and have handled diverse Automotive markets across India.
- Handling Supply Chain, Credit Control Adherence, Protect Share of Business & Execution of Project Orders.

CURRENT ASSIGNMENT:

Steel Trading for Automotive Steel Products like CR Steel Strips & Sheets. Steel Tubes like ERW & CDW since Jan'2021

PREVIOUS PROFESSIONAL ASSIGNMENTS IN STEEL & INTEGRATED PRODUCTS:

Tube Products of India (Tube Investments) as **AGM – NPD & TCD (North)** responsible for Business from multiple Automotive Tiers, OEM's and handling NPD, SCM for Northern Region along with Warehouse & Component Division Operations since Mar'2013 to Oct'2020

A small duration again in Uttam Strips from Aug'2012 to March'2013 for their new tube project which could not take off due to govt./bank clearance

Worked as Head Marketing (Special Automotive Tubes) with ANS Steel Tubes Limited a joint venture of **JBM Group**, Sumitomo Corporation & Nisshin Steel, Japan from Dec, 2010 to Aug, 2012

ROLE

- Business Development & implementation of Marketing Systems, which Includes Business Budgeting, Sales & Marketing, Strategy Development, Drafting Pricing and Credit Policies.

ACHIEVEMENTS

- Developed import substitute for OE's like Hero Motocorp, Maruti, Toyota & Ashoka Leyland to supply tubes. Got direct Business from auto segment for supply of Stainless Steel Tubes and High Tensile tubes apart from CEW Tubes for Honda Siel.

Worked as AGM-Marketing & Coordination with **Uttam Strips** Group from May, 2009 to Dec, 2010.

ROLE

- Responsible for Business Development of Sheet Metal & Tubular Components for component division, Approval of OEM's in NCR. Team Member General Administration & Team Leader System Implementation for group operations.

ACHIEVEMENTS

- After taking over the unit of components on 1st of Nov, 2009 excelled in sales from Rs. 65.00 Lac per month to Rs. 125 Lac per month by closing of FY 2009-10, Synchronized total customer data, procedural systems, logistics, & branding to launch CR & Precision Tube range in Delhi-NCR for our Bhiwadi Plant.

Worked as Manager - Sales & Operations - **A.S Steel Tubes** (Re Processor of ERW, CDW & High Pressure Automobile Tube & Trading of CRCA Coil & Strips) from Dec, 2005 to April, 2009.

ROLE

- Marketing of Steel Tubes, Operational Procedures Implementation, Due Collections & Dead Recovery, Customer Account Maintenance and Manpower Management.

ACHIEVEMENTS

- Increased Sale from 600 Lacs per annum to 900 Lacs per annum, Capacity & Range doubled for Cold Draw tubes as well as cutting and Implementation of total IT Solutions in the company. (Includes continuous updating of Web Site, Database Management & Modules Modification in ERP per different department requirement.)

Worked with **Bhushan Steel Limited** as Dy. Manager-Marketing, from November 2001 to November 2005.

ROLE

- Sales and Marketing of Cold Rolled Steel Products & Tubes for Automobile Industry, Experience of working in SAP based environment, Due Collections & Dead Recovery, Customer Account Maintenance, Coordinate all activities related to Branch Office.

ACHIEVEMENTS

- Increased Sales of CR Steel from 500 MT to 1000 MT in Faridabad, Launched ERW & CDW Tube for Khopoli Plant in Delhi NCR Region, Got approved vendor tag for OEM's like Escorts Ltd., RIICO & GE Motors.

PROFESSIONAL EXPERIENCE IT/ITES TRAINING INDUSTRY:

ROLE

Total three years of experience in IT/ITES Training industry from May'98 to Nov'2001 which includes majors like Hero Mind Mine (A Division of Hero Corporate Services Limited), NIIT Ltd. (Delta Information Technology), STG International & CMC Ltd. Holding position of Sr. Executive – Centre Operations/Institutional Sales before switching to the world of STEEL.

RESPONSIBILITIES

- Marketing & Strategizing Business Activities, Maintaining PR with colleges for organizing events, Ensure Media Coverage of events organized. Tie up with corporate (ITES) to provide Skilled Manpower, Skill Development of Team Members, Ensuring proper inflow of Enquiries, Direct Marketing Activities (Info. Desk's, Insert Distribution, Road Shows & Mailing), Student Satisfaction & Quality Education Survey within institutes.

PROFESSIONAL & EDUCATIONAL QUALIFICATION

Degree	Div	School/College	Institution/University/Board
PGD - Sales & Marketing Management	1st	New Delhi Inst. Of Management Studies	Management Studies Promotion Institute
Bachelor's Degree	2nd	DAV College	Punjab University
Intermediate	2nd	DAV School	P.S.E.B
Metric	2nd	Blue Bird Model	CBSE

TECHNICAL QUALIFICATION:

- **Done Diploma in Software Technology** from **CMC Ltd.** Covering **MS** Windows, MS-Office, Database Concepts, FoxPro, O.S Concepts, P.C Architecture and trouble shooting, Unix & Shell Prog., Advc. Unix, C & C++, Data Structure using C & Projects.
- Certified Internal Auditor for ISO/TS 16949: 2009 & QMS EMS OHSAS Integrated Management

Languages Known: English (Read/Write/Speak), Hindi (Read/Write/Speak) and Punjabi (Speak Only).

Social Responsibilities:

- Active **Blood Donor**, Executive Member **Prayas** Welfare Society (An NGO involved in providing free education to the children of needy & poor).

Personal Details:

- Mobile: +91-9313314785, e-Mail: puneetksteel@gmail.com, Date of Birth: 28th October 1979
- Address: House No. P4-11A, SRS Pearl Floor, Sector – 87, Faridabad-121002 (Haryana), Passport: Available

• **Signature:** _____

Date & Place: _____