

SHRIKANT VIJAYRAO CHITNIS

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| Languages: Marathi | Hindi | English

PROFILE SUMMARY

Results-driven MBA (Marketing) professional with more than 20 years of experience in sales, marketing, distribution network management, and key account development. Proven record of increasing market share, building high-performing sales teams, and driving business growth through strategic planning, channel development, and customer-focused solutions.

CORE COMPETENCIES

Sales & Marketing: Market Analysis, Sales Strategy, Pricing, Brand Management
Channel & Account Management: Key Account Handling, Dealer/Distributor Development, Channel Strengthening
Business Development: New Product Launch, Market Expansion, Credit Control
Leadership: Sales Team Training, Relationship Management, Strategic Planning

PROFESSIONAL EXPERIENCE

The Supreme Industries Ltd, Mumbai

Assistant Manager – Sales | Apr 2021 – Jul 2025

Sr. Sales Executive | Apr 2014 – Mar 2021

Sales Executive | Feb 2008 – Mar 2014

- Managed a network of dealers and distributors across multiple territories, achieving 15–20% YoY sales growth.
- Introduced segment-specific sales strategies that boosted revenue in underperforming markets.
- Led dealer training and incentive programs, increasing productivity by 18%.
- Conducted competitor analysis to drive strategic pricing decisions and enhance market share.

Pon Pure Chem Pvt Ltd, Mumbai

Marketing Executive | Nov 2006 – Feb 2008

- Developed and maintained relationships with industrial clients, increasing repeat orders by 25%.
- Supported brand-building initiatives that improved customer acquisition in new segments.

Indokem Ltd, Mumbai

Sales Officer | Jun 2003 – Nov 2006

- Achieved 110% of annual sales targets through focused account management and territory coverage.
- Expanded product penetration in new regions through dealer recruitment and training.

EDUCATION

MBA (Marketing), YCMOU – 2008

PG Diploma in Textile Chemical Processing Technology, SASMIRA – 2003

B.Sc. (Chemistry), Mumbai University – 2002

MS-CIT, MSBTE – 2002

ACHIEVEMENTS & HIGHLIGHTS

- Increased dealer network coverage by 30% in two years through targeted recruitment.
- Implemented new business development initiatives, contributing to 20% revenue growth in a key product line.
- Consistently exceeded sales targets for 10 consecutive years at The Supreme Industries Ltd.
- Successful arrangement of Dealer & Distributor annual conference since Yr 2009

PERSONAL DETAILS

Date of Birth: 07 September 1982

Marital Status: Married, 1 Son.

Address: C 205, Mohar Pratima CHS, Rao Colony, Talegaon Dabhade, Dist Pune, Maharashtra
Pin 410506

DECLARATION

I hereby declare that all the information provided is true to the best of my knowledge and belief.

Yours faithfully,

Shrikant Vijayrao Chitnis