



# VIKAS ARUN LADKAT

P.G.D.M. - Marketing

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## BRIEF SUMMARY

PGDM Marketing student with internship experience in sales and marketing. Skilled in client pitching, lead generation, and market research with hands-on exposure to FMCG and agribusiness sectors. Strong ability to selling product, build customer relationships and support business growth through effective sales strategies.

## KEY EXPERTISE

Lead Generation Sales & Business Development presentation Negotiation sales strategy

## EDUCATION

<b>Indira Institute of Management PGDM</b> P.G.D.M. - Marketing   Pursuing	2024 - 2026
<b>Cig of Horticulture, Saralgaon.</b> B.Sc. - Horticulture   Percentage : 70.40 / 100	2017 - 2021
<b>Malojiraje Sheti Vidhyalaya and Junior Cig, Phaltan</b> 12 <sup>th</sup>   Percentage: 61.38 / 100	2017
<b>Vastigruh Vidhyalaya, Karhati</b> 10 <sup>th</sup>   Percentage: 68.60 / 100	2015

## PROFESSIONAL EXPERIENCE

**AgronomE Private Limited** | Machinery / Equipment Manufacturing | Marketing Department 01 Jan, 2022 - 30 Jan, 2024  
Sales and Marketing Executive

**Key Skills:** Sales & Marketing customer relationship Negotiation Business Development

Worked as a Sales and Marketing Executive at AgronomE Pvt. Ltd., where I was responsible for selling agricultural electric equipment, generating leads, pitching products to clients, conducted demonstration, building customer relationships, and supporting distribution and sales activities. I gained hands-on experience in both sales execution and marketing strategies, contributing to the company's growth in the agri-equipment sector.

## INTERNSHIPS

**Govind milk and milk product** | Fast-Moving Consumer Goods 22 May, 2025 - 22 Jul, 2025  
Marketing intern

**Key Skills:** Sales Sales & Marketing Lead Generation negotiation

Responsibilities-  
Successfully increased milk product sale by onboarding new retail outlets and ensuring regular supply of Govind Milk products in the assigned territory.  
Conducted market research & competitor benchmarking to analyze consumer buying behavior and convert them into actual buyer.  
Identified 15+ high-potential branding locations, strengthening visibility against local competitors.

**Witan excel pvt ltd** | IT Product & Services 17 Feb, 2025 - 13 Apr, 2025  
Sales Executive

**Key Skills:** Lead Generation Onboarding Negotiation Presentation Skills Sales Target Achievement B2B sales

Achievements-  
- I hands on gained experience in B2B sales in MSMS sectors.  
-Onboarded 60+ MSME clients onto a B2B digital platform, improving client acquisition and adoption.  
-Increased leads through consultative pitching and persuasive presentations.  
-Provided understandable solution -Developed explainer content (slides, videos) to simplify product understanding, adopt application.

## PROJECTS

### “COMPARATIVE STUDY BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING IN ELECTRONIC PRODUCTS

Mentor: K.P.Mishra

## ASSESSMENTS / CERTIFICATIONS

### Project management essential

**Key Skills:** project management planning,schedule task,execute

Gained strong understanding of project planning, effective team communication, and risk management to ensure timely and successful project execution.

## SEMINARS / TRAININGS / WORKSHOPS

### A national seminar on Emerging Careers in Agribusiness.

01 Feb, 2020 - 01 Feb, 2020

Institute Name: MITCON Institute of Management

## PERSONAL INTERESTS / HOBBIES

- o Photography, Creativity

## PERSONAL DETAILS

**Gender:** Male

**Date of Birth:** 13 Oct, 1999

**Marital Status:** Single

**Known Languages:** Marhati Hindi English

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