



Overview

Dynamic sales professional with **over 22 years** of extensive experience in driving sales growth, channel management, and strategic marketing within the domestic, industrial and agricultural sectors. Seeking to leverage expertise in a senior management role to enhance business performance and market penetration.

ASHISH JOJARE

Senior Sales Leader – Channel & Distribution Management



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Education

2001

B.E. in Production

Amravati University



Core Competencies

Sales & Business Development

Channel Sales & Distribution Management

Sales Strategy & Market Expansion

Revenue Growth & P&L Management

Territory & State Sales Management

Key Account & Channel Partner Management

Team Leadership & Area Sales Management

Sales Promotion Campaign & Trade Scheme

Industrial, OEM, and Building Segment Sales Exposure

Customer Acquisition & Retention

Cross-functional Collaboration



IT Skills

I-DEAS m 8 (Design Software)



AutoCAD 2000



C and C++



SAP Version 7 &10



MS Office: Word, PowerPoint, Excel



Profile Summary

- ③ **Seasoned Sales & Business Growth Leader** with **progressive experience** in driving revenue expansion, channel excellence, and market penetration across pumps, consumer electrical, and industrial product segments within highly competitive B2C and distribution-led markets.
- ③ Proven expertise in **building and scaling high-performance dealer-distributor ecosystems**, strengthening retail networks, and unlocking new market opportunities across regional territories to accelerate sustainable revenue growth.
- ③ **Key strategist & implementer with proficiency** in translating business vision and strategy into operational tactics; experienced in Business Development with key focus on top line & revenue expansion; contributed in increasing market share and profit performance with rich exposure in **manufacturing industry**.
- ③ Skilled at **formulating and executing data-driven sales strategies**, delivering aggressive revenue targets, optimizing channel productivity, and enhancing brand visibility through strategic trade promotions, partner engagement, and market activation initiatives.
- ③ Strong leadership track record in **managing cross-functional sales teams and Area Managers**, fostering performance-driven cultures, and aligning channel partners with organizational growth objectives to drive consistent business outcomes.
- ③ **Growth Facilitator with impressive success** in setting the vision, direction & strategic plan for developing business, driving sales and amplifying business margin through long-term planning.
- ③ Skilled in **territory expansion, channel partner onboarding, demand forecasting, and distribution planning**, with a strategic approach to identifying high-potential markets and establishing robust go-to-market frameworks that strengthen competitive positioning.



Career Timeline



Work Experience

Mar'22 – Present: Havells India Ltd. As Sr. Sales Manager – Pump Division
Region: Mh2

Responsibilities:

- ③ **Achieved 100% business growth** in Maharashtra-2 region by building and strengthening the channel network during the early growth phase of the pump business.
- ③ Driving **₹1.5–2 Cr monthly revenue** through strategic dealer and distributor management across Pune and Nagpur markets.
- ③ Leading a **team of 5 Area Sales Heads** and managing a network of **100+ channel partners**, ensuring strong market penetration.
- ③ Successfully expanded the distribution footprint by **developing a structured channel ecosystem** in previously under-penetrated markets.
- ③ Delivered **highest ever monthly sales performance** by exceeding regional targets during peak sales period.
- ③ Achieved **50–60% CAGR growth** in regional pump business through focused dealer engagement and market development initiatives.

Jul'16 – Mar'22: USHA International Ltd. as Sales Manager – Electric Water Pumps, Pune
Territories: ROM (Rest of Maharashtra)

Responsibilities:

- Managed a team of **3 team members and a network of around 50 channel partners (dealers and distributors)** across West Maharashtra, while also handling a network of **75 channel partners across rest of Maharashtra**, ensuring strong market coverage across Pune, PCMC, and surrounding territories.
- Successfully **expanded market share in West Maharashtra region** through dealer network strengthening and focused territory development.
- Consistently achieved **monthly sales targets of pump products** through channel-driven sales strategies.
- Implemented **sales promotion schemes and dealer incentive programs** to drive demand and increase secondary sales.

Feb'15 – Jun'16: Crompton Greaves Consumer Electricals Ltd. (Pumps BU) as Territory Manager – Pumps, Pune
Territories: Mumbai, Pune, Nashik, Aurangabad, Solapur & Osmanabad

Responsibilities:

- Managed regional sales operations with an **annual target of ₹6 Cr (₹50 lakh monthly)** for pump products.
- Appointed and developed new distributors in Aurangabad district**, significantly strengthening the regional channel network.
- Revitalized sales performance in Aurangabad by **expanding retailer base and improving distributor engagement**.

Apr'14 – Jan'15: Aventura Components Pvt. Ltd. as Sales manager, Pune
Territories: Maharashtra, Gujarat, Goa, MP & Chhattisgarh

Managed OEMs for water treatment, RO plants, and industrial customers, driving business through strong relationship management. Handled Hydropneumatic Tanks and Vertical Inline Pumps, ensuring consistent growth and market penetration.

May'12 – Apr'14: Pentair Water India Pvt. Ltd. as Assistant Manager - Sales, Pune
Territories: Pune, Baroda, Goa, Nashik & Nagpur; successfully achieved 1 Crore from scratch in the initial year

Drove sales growth in the Building & Institutional segment through focused key account management and specification selling. Handled Hydropneumatic Systems, Firefighting Pumps, and Sewage Pumps, strengthening market presence and achieving consistent revenue targets.

Jul'11 - Mar'12 | Flowserve Sanmar Ltd. as Joint Manager - Sales

Focused on driving mechanical seal sales to OEMs.

Dec'09 – Jul'11: LUBI Submersibles Ltd., Ahmedabad as Sr. Marketing Executive - Industrial Sales, Pune
Territories: Maharashtra & Mumbai

Feb'04 - Nov'09: C.R.I. Pumps Pvt. Ltd., Coimbatore

Growth Path / Deputations

2004 – 2005 as Marketing Executive, Nagpur Sales Office (Nagpur & Akola City)

2005 – 2008 as Deputy Territory Head , Aurangabad Sales Office (Industrial, Govt. & Institutional Sales)

2008 – 2009 as Area In-Charge, Pune Sales Office (Industrial Pump Sets – Western Maharashtra)

Led market expansion for Domestic & Agricultural Pumps, achieving 100% growth and ₹1 Cr revenue within one year in the Nagpur region; established the Home Pumps business from scratch in Akola and Nagpur. Established the industrial pumps business in Aurangabad and Pune by onboarding new OEMs and appointing channel partners; managed key government clients including Z.P. (Water Supply Department), M.J.P. (Maharashtra Jeevan Pradhikaran), MHADA, and CIDCO.

Key Result Areas:

- Developed and executed go-to-market strategies, sales budgets, forecasts, and territory business plans** to drive revenue growth and market penetration.
- Analyzed market opportunities and competitive dynamics**, gathering intelligence on pricing, positioning, distribution, and competitor strategies to strengthen market positioning.
- Led product launches and promotional initiatives**, including dealer meets, plumber interactions, exhibitions, customer events, and product demonstrations to enhance brand visibility and sales.
- Expanded and managed the regional retailer and dealer network**, designing and implementing trade schemes and incentive programs to drive channel engagement and sales growth.
- Managed high-value and strategic accounts**, building long-term relationships that generated repeat business and increased revenue contribution.
- Ensured financial discipline through effective receivables management**, monitoring credit limits and driving timely collections across channel partners.
- Tracked market trends and competitor activities**, evolving sales and marketing strategies to sustain competitive advantage.
- Oversaw operational efficiency including inventory planning, stock management, workforce allocation, and performance tracking** to improve profitability and ROI.
- Led & mentored sales teams to achieve monthly and annual targets**, aligning performance with organizational KPIs and profitability goals.
- Drove annual business planning and P&L accountability**, setting sales targets and executing monthly action plans to achieve revenue and market share objectives.
- Conducted performance reviews and internal audits**, identifying improvement areas and implementing strategies to enhance team productivity.
- Expanded the channel network by identifying and onboarding financially strong distributors and dealers**, increasing market coverage and secondary sales.
- Led weekly sales reviews and monthly strategy meetings**, ensuring alignment with company objectives and continuous performance improvement.
- Built a high-performance sales culture**, motivating teams and strengthening capabilities to drive sustained business growth.

 Personal Details

Date of Birth: 8th March, 1980 | **Address:** C 304, Yashwin Orizzonte, Opp Panchshil Towers, Kharadi, Pune - 411014 | **Languages Known:** English, Marathi and Hindi