

Sanat S. Prabhukhanolkar

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Education: DOB: 23-12-1993 Location Nashik, Maharashtra

PGD-TMA (Technology Mang. in Agriculture), **NAARM**, Hyderabad, **(84.28% , Distinction)**
(2019-2020)

B.Tech in Agricultural Eng. & Technology, Dr. BSKKV, Dapoli (CGPA 7.98) (06/2011-15)



SKILLS

- MS office, Powe BI
- MS power automate
- Product Planning & management, market research
- Leadership, Team management
- Social media Ads FB, Instagram
- LinkedIn Sales navigator & Data Scrapping tools
- Meta ads manager & Business suite
- WhatsApp API & IVR calling
- Brevo, Gmass bulk emailing
- Canva & Chat GPT
- Excellent internet research & Global VPN use
- Google earth pro, Q-GIS & Arc-GIS
- Simence UG NX, Auto CAD
- Cargowiz Container load
- Big size data analysis
- Brand promotion & Lead generation.
- Product demonstration & Training
- New product development

SUMMARY

Senior Manager holding 10.8 years of experience and specializing in Product Management and Digital Marketing within the Farm Machinery and Tractor industry. Successfully led international market research and digital marketing strategies, generating significant lead growth and expanding distribution networks. Proven track record in product development and version upgrades, enhancing product performance and market relevance. Eager to leverage expertise to drive innovation and growth in a leading organization in the tractor segment.

PROFESSIONAL SNAPSHOT

- A qualified **B-Tech** professional **Specialized in Agricultural Engineering & Technology**, Completed **Masters PGD in Technology Management in Agriculture** from **NAARM (National Academy of Agriculture Research Management, Hyderabad)** **secured distinction**. Have more than **10.8 years' experience** in Product management, Product Planning and Application, International business, Digital marketing, Homologation, Remote sensing & GIS.
- Presently associate with **Escorts Kubota Ltd.** Agrisolution division As **Senior Manager**. Looking after Implement product management for International markets, New product market research, Collaboration with Channel partners, Dealers & Distributors for New projects. Co-ordination with OEM vendors Beri Udyog (Field King), Dashmesh mechanical works (Landforce), Bhansali Agrotech, Burder Loader, MX Loaders, Ganesh Agro.
- In Past associated with **M.I.T.R.A. Agro Equipment Pvt Ltd as Department Head** International business, Product management, Digital marketing, Testing-validation, Homologation, Remote sensing & GIS base data analysis department.
- **International business & market research = Achieving a sustained revenue growth trajectory from ₹1 crore to ₹5 crore between 2022 and 2025.** Selection of Potential country for sprayer business, **139+ Countries** orchard crop potential data study, **50+ country** wise Sprayer manufacturer, sprayer dealers, Tractor dealers, farm machinery dealers detailed database preparation. **110+ Competitor Sprayer** detailed spec sheet preparation.
- **Introducing new methods & channels to approach international clients = LinkedIn sales Navigator**, Integration of Microsoft power automate + outlook + Excel for **Bulk emailing with pdf attachment & CC, BCC option.**
- **Digital marketing = Mahindra sprayer export Facebook, Instagram, LinkedIn, TikTok channel** preparation & gaining key followers organically. **Mahindra farm machinery 5 Facebook pages** launching & followers' improvement, Latin America, Africa, Europe, Asian, South-east Asia.
- **Integrated strategy preparation Facebook & Instagram for Brazil** 15+ dealers, Mexico 8+ dealers, South Africa, Malawi, Croatia. All dealers & there employees also automatically collaborate for posting & keeping status daily basis.
- **Digital marketing inhouse team building =** Formed 11 + people in-house team to handle all digital marketing platform & content work, Graphics designer & content writer, social media manager Facebook, Instagram, LinkedIn, WhatsApp bulk messaging 8k-9k/day & IVR 6 k/day calls, India Mart, Tractor junction, Trade India, YouTube, 2 Website, CRM, Customer calling.

Key Achievements

1. **Published book:**

Determination of surface drainage coefficient for Thane District.

2. **Professional recognition:**

Received Mahindra appreciation award from Mr. Hemant Sikka sir for Excellent performance of Digital Marketing team 50%+ monthly delivery comes from marketing leads.

Competition Success:

3. Won **First Prize** in Agro-Challenge 2014 conducted by BARC.

4. Won **General Championship** in Dipex 2013 and Dipex 2014.

5. Won **3rd price** in IIT Bombay Techfest 2015 and awarded as 1st ever team from Agri university, who successfully qualified all the rounds.

6. Participated In **Mahindra Farm Passion**, appearing for final round held at Mumbai 2015.

7. Participated in **Avishkar 2013 and Avishkar 2014** state level, held at NMU and Nagpur University.

8. Participated in **IET Karmaveer Expo 2014**, National Level Project Competition.

9. Participated in **Ayyam 2015**, **National Level** Project Competition.

• **International visits =**

1. **Germany Agritechnica Nov 2025** & Kubota Germany visit
2. **Mexico Expo AgroAlimentaria Nov 2024** & 5 dealers in 3 states & customer
3. **Brazil Agrishow April 2023** & 12 dealers in 7 states of Brazil & customer

- **GIS software application for International & Domestic market research** = for plotting Village wise high value horticulture crop acreage across India, USA, Brazil & other **26+ countries** for market expansion activities. Created database of **municipality level crop wise area sheets** for dealer territory allotment.
- **Data analysis on the basis of GIS (Google earth) for Grape, Pomegranate, Orange & Apple orchards, village level granular data base for India**, Farm area, Farm GPS location, Plant age, Irrigation (Well, Farm Pond)
- **5+ countries Import/Export Exim data analysis**. Mexico, Turkey, Peru, Chile, USA.
- Expertise in **Launching new products & Brand awareness in existing market as well as new markets** and successful resolution of the non-conformities regarding the final product and increasing the customer satisfaction.
- Successfully launched & retail sales started of 8+ models of sprayers in Brazil, Mexico, Croatia, South Africa, Malawi, Nepal, Spain, Italy.
- **Testing & validation of Farm equipment from Government universities 28+ Sprayer, BIS standards Commercial testing from CIAE, Bhopal, Dr. PDKV, Akola & Dr. BSKKV Dapoli** (ICT test report required for Empanelment process for government subsidies)
- **CE certification of 35+ products, successfully completed 1st & 2nd annual audit**.
- Proficiency in Proto Development, Concept Design, Technical document preparation, Field testing parameter benchmarking, analysing farm constrain about new product and providing perfect solution by co-ordinating with design team, Consolidation and Filtering Actual feedback about new product from ground level Sales team & farmers.
- Possess excellent communication, managerial and analytical skills.

EXPERIENCE

1. **Escorts Kubota Limited -**

June 2025 - - -> Presently working (1 year) Location = Faridabad, HR

Designation = In charge – International Business & Product management

Roles and Responsibilities

- International Business – Achieved **26% Business growth** FY 26 with **P&L of 29%**, Business growth in African countries.
Product Management- Front end Loader (Burder, MX, RJMT),
Rotavators – (Field king, Ganesh Agro),
Orchard Sprayer – (Bhansali & Cantac)
Disc Plough, Disc Harrow, Hydraulic centre tyre Disc Harrow, Fail Mower, Mulchers, Rotary Slasher (Landforce & Bhansali Agro)

Channel partner collaboration, New product requirement study, Product Introduction, Go-to market study & marketing plan preparation.

PROJECTS

Currently ongoing

1. New Airotec turbo 600 Alpha premium sprayer series Product management.
2. Low-cost sprayer series Farmfit Product awareness & lead generation from Facebook ads.
3. Mexico market detailed study Crop potential, Sprayer companies, Prices, Product specification. Recent Mexico visit detailed report preparation.
4. Container load ability improvement project, Mix stuffing & single model stuffing.
5. Farm fit Race 600 Commercial testing application phase, 2 models of Boom sprayer commercial testing random selection process.
6. Remote sensing & GIS base analysis for Vineyard & orchard crop area increasing or decreasing trend. Village, Taluka, district level.
7. GIS & Other Map base software for Exact detection of Orchard crop location & acreage village wise pan India.

Completed project

8. Premium Sprayer Series (Airotec Turbo 600, Airotec Turbo 1000, Airotec Super Turbo)
9. Discharge chart for 26 different Sprayers with 14 Orchard Tractor.
10. Product Performance testing trials with Tractor companies.
11. Study of Export market for Orchard Equipment
12. Self-propelled Air blast & Boom Sprayer
13. Up-gradation of Grape vineyard Pomegranate & orange sprayer Sprayers.

2. M.I.T.R.A. Agro Equipment Pvt. Ltd.

(Mahindra innovative technologies & research for agriculture)
Mahindra & Mahindra Ltd. completely owned subsidiary company.

June 2015 - - - > June 2025 (10 years)

Location = Nashik & Mumbai

Associated with M.I.T.R.A. Agro Equipment Pvt Ltd as Department Head International business, Product management, Digital marketing, Testing-validation, Homologation. Also heading Remote sensing & GIS base data analysis department.

Experience of working related to Tractors, Agriculture equipment's, Horticulture farmers, Tillage & Plant protection machineries.

Roles and Responsibilities

- **Digital marketing plan preparation & execution for international business** = Developed and successfully executed digital marketing strategies for international businesses by analysing social media trends globally, choosing optimal channels, and launching effective organic and paid campaigns to drive distributor and dealer lead generation.
- **International business =** Looking after End to end responsibilities international business of MITRA. Playing Crucial roll potential country identification, Dealer / Distributor lead generation, Convincing distributor team about product performance, features & quality parameters. Product training & Digital campaign by collaborating with dealer marketing team. Heading container stuffing calculation & improvement projects. Currently looking after business of Brazil, Mexico, Croatia, Italy, Portugal, Malawi, South Africa. In advance talk with Japan, Australia, Ecuador, Guatemala.
- **Introducing new methods & channels to approach international clients =** Implemented innovative client outreach by leveraging Microsoft Power Automate, Outlook, Excel for streamlined bulk emailing with attachments & CC, BCC option.
- **India - Digital marketing =** Generation of 7k to 8k monthly Raw leads & 3k+ Quality leads, 25+/-monthly Facebook Instagram ads, WhatsApp bulk messaging 8k-9k/day & IVR 6 k/day. India Mart starts supplier plan with catalogue, YouTube channel, 2 Website Handling (PHP & WordPress).

MITRA Roles and Responsibilities

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- **Customer survey for Digital Marketing:** Basic study & customer survey to know online behaviour of customer through existing service calling, Ground Sales & Service team meeting & Farmer visits, Benchmarking of initial approach & Strategy, Customer base & Target area selection, Initial training to social media marketing team for understanding farmers habits and online existence, Finalising the yearly calendar for boosting different product models respect with Crop, Seasons, Festivals, Pick buying months.
- **Product management:** Guided the design team in concept design and conceptualization from project inception, ensuring alignment with project goals.
- Reviewed concept designs with the design and agronomy teams to understand agronomical parameters affecting design, and prepared justifications for design changes.
- **Testing, Validation & Homologation** = Planning & time line preparation for new product ICT testing at CIAE, Bhopal and Dr. PDKV, Akola & Dr. BSKKV Dapoli. Heading activities as Testing application process, testing timeline discussion with testing authorities, Random sampling activity, Detailed specification & other documentation, interim testing problem solving, draft report checking, non-confirmatory comments answering, final ICT test report preparation & signing follow-up.
- **Remote sensing & GIS** = Generation of plantation area database for key High value fruit crop, Revision of area mapping activity according to recent satellite images, Tehsil & village level plantation area comparison sheet preparation. Co-ordination with MIS team to prepare district wise vacant village database. For International markets co-ordination with distributor team to suggest them best potential area for sprayer business. Micro level crop database study (State, province, county, municipality)
- **Indian Market research:** Identified potential orchard markets across India to expand the distribution network, collected and analysed orchard crop data, and ensured market relevance by studying the presence of orchard tractor companies. Pan India Grape, Pomegranate, Orange, Apple, Mango, Litchi, Tea & Coffee Market study.

INDUSTRIAL TRAINING / COURSES:

1. One month training at Central Farm Machinery Training and Testing Institute, **CFMTTI, Budni**, Madhya Pradesh.
2. One month In-plant training at Farm Machinery and Power Engineering, Food and Agricultural Process Engineering at **Vigyan Ashram, Centre of Indian Institute of Education and IIT Bombay**, 2014
3. Successfully completed **4 month Industrial In-Plant Training** in, Irrigation Design and Agronomy department at, **EPC Industries Ltd. A Mahindra group of company, Nashik**, (2015)
4. Three Months AutoCAD Software training.
5. NX Unigraphics 10 professional Certificate course from TechnoCAD
6. Export & Import Comprehensive training module by IIM (International Institute of Import & Export Management)
7. Digital marketing 5 months training: Social media marketing, Google analytics, Canva, SEMrush, Meta ad-suite
8. LinkedIn certificates: MS office application of AI by B10X,
9. Course: Business Analyst & Project manager collaboration by IIBA (International institute of business analyst).
10. Course: Generative AI for Business Leaders.
11. Semrush academy course: Fundamentals of Marketing Analytics

B. Tech PROJECT WORK:

Department = Irrigation and Drainage Engineering.

Estimation and benchmarking the values of Drainage Coefficient for Raigad, Thane and Palghar district.

EDUCATIONAL CREDENTIALS:

Higher Secondary School Certificate (H.S.S.C / XII)

Day Care Center Junior College, Nashik, Maharashtra

Percentage – 71.67 %

Year: 2010-2011

Secondary School Certificate (S.S.C / Xth)

T.J. Chauhan Bitco High School, Nashik, Maharashtra

Percentage - 80.53 %

Year: 2008-2009

PERSONAL DETAILS:

Date of Birth : - 23rd December, 1993

Father's Name : - Sitaram M. Prabhukhanolkar.

Mother's Name : - Smt. Anila S. Prabhukhanolkar

Marital Status : - Married

Permanent Address: - Sanat S. Prabhukhanolkar,
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