

# **RESUME**

## **SURYABHAN SINGH RATHORE**

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### **Management Professional :-**

International Business Development / Sales & Marketing /Customer Relationship / Market Research.

### **Profile Synopsis:-**

- \* Engineering diploma with 20+ years of experience in Sales & Marketing, Business Development, Market Research & Relationship Management in the construction equipment & Crane sector.
- \* Worked with Sarens Heavy lift India Pvt. Ltd. & Allcargo Logistics Ltd. as a Manager-sales & Mktg for rental crane business and used crane trading business.
- \* An out-of-the-box thinker with a flair for charting out sales and Business Development strategies, thereby contributing towards enhancing business volumes & growth.
- \* A keen planner with proven abilities in devising strategies to augment business.
- \* Skilled in equipment engineering for achieving better performance and output.
- \* Proven skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/competitor moves to achieve market-share metrics.

### **Handled products like :-**

Crawler cranes (40mt-1000mt), Hydraulic mobile cranes (Rough Terrain & All Terrain), Truck mounted telescopic boom cranes, mobile/fixed tower cranes. construction & earthmoving equipment.

Excellent interpersonal, leadership, communication & analytical skills with proven track record of spearheading numerous cost innovation projects during career span.

### **Proficiency Forte:-**

Strategic Planning, Sales & Marketing, Business Development People management, Channel Management, Territory Management. Business Management systems, Relationship Management, Market Research/Analysis.

### **Notable Accomplishment :-**

- \* Successfully managed rental business and assignment of used equipment trading business in India, Srilanka, B'desh, Nepal & Middle East market during FY 2012-13
- \* Introduced my company brand in international market and developed strong network of used equipment and crane trading companies.
- \* Captured market and acquired major crane rental contracts as well as successfully triggered the sales revenue to almost 20% more of the target in allcargo logistics Ltd. in past.
- \* Acted as an asset for the company and achieved target every year and at the same time handled all accounts as an Area Manager/Manager.

### **Professional Scan :-**

- \* Worked as a Key Account Manager (Area Sales Manager) with **Sarens Heavy Lift India Pvt. Ltd.** From Nov 2021 till July 2022.
- \* Worked as a sales manager with **Bhoir Cranes Pvt. Ltd.** Mumbai in the year of 2021, left due to covid-19.
- \* Since April 2017 till Jan 2021 hurdled own rental business as an owner of **M/s OSR Rental & Trading Corporation** Bhopal (Rental business of Transit Mixture Machines soil compactors, Backhoe Loader etc.)
- \* Since June 2013 till Feb 2017 with **Allcargo Logistics Ltd.** Bhopal-MP (For All India crane rental business)
- \* Sep. 2012 till June 2013 with **Quippo construction Equipment Ltd.** as Manager-BD (International)
- \* Nov.2011 to Aug 2012 with **Astha Sterling Crane Pvt. Ltd.** as Manager-Sales (Hyderabad-All India).
- \* Feb 2011 to Nov 2011 with **ELM Trading Co** as a Manager/Dir. Business Head-Kuwait.

\*Feb 2009 to Dec 2010 with **Palfinger Cranes India Pvt. Ltd.** as Sr. Engineer-Sales (Bhopal-MP)

\*March 2007 to Jan 2009 with **Quippo Construction Equipment Ltd.** as Asst. Manager – Sales/Branch Head (Bhopal-MP & CG).

\*Nov 2004 to Feb 2007 with **Chowgule and Company Pvt. Ltd.** as a Area Manager-Sales & Service (Lucknow-UP).

\*June 2001 to Nov 2004 with **L&T Ltd.** as an Engineer- service (New Delhi-North India).

### **Roles & Responsibilities :-**

- \* Managing rental & sales business of cranes, construction equipment and used equipment trading business.
- \* Formulating strategies & reached out to the unexplored market segments for business expansion.
- \* Managing tenders floating in the market, estimating tender costs and presenting quotations to the selected buyer, carrying out bid evaluations & tender processing for obtaining business.
- \* Taking adequate measures to monitor and analyze the performance of equipments and other units pertaining to cost, quality and delivery norms.
- \* Identifying and networking with prospective clients, generating business from existing accounts and achieving profitability and increased sales growth.
- \* Analyzing and providing accurate, relevant and timely information based on market research to trading companies.
- \* Carrying out new promotional strategies to increase the top of the mind recall as well as reviewing the competition & information especially in relation to the pricing to the pricing and delivery of services.

### **Technical Skills :-**

- \* Undergone Diploma in Computer Applications from Tulec Computer Systems-Division of TATA Infotech Ltd. – Bilaspur (C.G.) in 2000.

### **Professional & Educational Credentials :-**

- \* Advance Diploma in Biomedical Engineering from CEDTI-Mohali (Certified by Govt. of India) in 2001.
- \* Diploma in Electrical Engineering from MP Board of Technical Education Bhopal (MP) in 2000.

### **Technical Trainings :-**

- \* Sales & Service Training of Furukawa – Japan make Truck Mounted Telescopic Boom Cranes at Pondagaon – Goa in 2005.
- \* Sales Training of Various construction equipments by QCEL at Rajasthan, India in 2008.
- \* Undergone International Sales & service Training of Mechanical Ventilators at Istanbul, Turkey in 2011.

### **Awards :-**

Obtained National Award in painting from Balmitra Kala Academy – Aurangabad (MH).

### **Personnel Dossier :-**

Date of Birth :- 20<sup>th</sup> September, 1978

Passport No. :- H9308000

Languages Known :- English, Hindi Chattishgarhi & Arabic.

**Place :-** Bhopal – MP

**Date :-** 11.01.2023

(Signature)