

SANTOSH BATRA

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Objective:

Highly accomplished sales and marketing professional with 25 years of experience in the lubricants industry. Seeking a challenging position where I can utilize my expertise in automotive channel network business development, industrial sales, OEM, export, and white labelling to drive growth and contribute to the success of a reputable organization.

A Brief Synopsis:

In **my 25 years of experience** in the lubricants industry, I have acquired a diverse range of skills and knowledge in sales and marketing. With a primary focus on lubricants, I have spent **17 years dedicated to developing and expanding the automotive channel network**. During this time, I successfully built and managed relationships with key stakeholders in the automotive industry, including manufacturers, CFA, distributors, and retailers. Throughout my career, I have gained extensive expertise in business development within the automotive sector. I have a deep understanding of market dynamics, trends, and customer demands, allowing me to effectively identify new business opportunities and develop strategies to capitalize on them. By leveraging my strong networking abilities, I have established a wide network of contacts and partners, enabling me to forge mutually beneficial partnerships and drive business growth.

In addition to my experience in the automotive channel, I have also **spent 8 years focusing on industrial sales. This includes working with original equipment manufacturers (OEMs), handling export operations, and managing white labeling initiatives**. By understanding the unique requirements of industrial clients and their specific lubricant needs, I have successfully cultivated long-term relationships with industrial customers and facilitated the growth of the business in this sector.

My diverse experience in lubricants sales and marketing has provided me with a comprehensive understanding of the industry landscape, customer behavior, and market trends. I have a proven track record of delivering results, driving sales growth, and developing effective marketing strategies tailored to different customer segments. With my extensive expertise in both automotive and industrial sectors, I am well-equipped to navigate the complexities of the lubricants market and contribute to the success of any organization in this field.

Experience:

Senior Manager of Sales and Marketing (**April 2022 - Present**) **Nick Petrochem Private Limited**, Vapi, Gujarat. India.

I am Working here as a Business Development specialist – OEMs, Export and White Labelling. As a Business Development Specialist at Nick Petrochem Private Limited, I have a vital role in identifying and establishing strategic partnerships with Original Equipment Manufacturers (OEMs) Expanding our exports markets, and managing white labelling customers.

Key Responsibilities:

OEMs and Export Relationship Management.

- Identified potential Export & OEMs partners and initiated effective communication channels for collaboration.
- Developed and executed negotiation strategies to secure long-term partnerships.
- Collaborated with cross-functional teams to ensure timely delivery of products and services to Export & OEMs customers.
- Conducted regular market research to stay updated with industry trends, competitor activities and identifies potential OEMs customers and International Markets.
- Established and maintained relationship with international distributors and importers to expand market reach.
- Participated in international trade shows and industry conferences to foster new partnership and potential clients.

White Labelling Customer Management:

- Managed key account of white labelling customers by understanding their unique needs and requirements.

-Coordinated with internal teams to ensure seamless product customization, labelling and packaging.

- Managed procurement processes, ensuring timely and cost-effective acquisition of materials.

- Developed and executed production plans to meet demand and minimize wastage.

- Handled export documentation, including customs forms and shipping requirements.

- Collaborated with suppliers and maintained strong vendor relationships.

- Conducted supply planning and inventory management to meet customer needs.

- Analyzed data to optimize processes and reduce operational costs.

Experience:

Senior Manager of Sales and **Marketing (Nov 2018 – April 2022) Sapphire Blue Industries Private Limited, Jaipur, Rajasthan, India.**

Key Responsibilities:

OEMs and Export Relationship Management.

-Identified potential Export & OEMs partners and initiated effective communication channels for collaboration.

-Developed and executed negotiation strategies to secure long-term partnerships.

- Collaborated with cross-functional teams to ensure timely delivery of products and services to Export & OEMs customers.

- Conducted regular market research to stay updated with industry trends, competitor activities and identifies potential OEMs customers and International Markets.

- Established and maintained relationship with international distributors and importers to expand market reach.

White Labelling Customer Management:

- Managed key account of white labelling customers by understanding their unique needs and requirements.

-Coordinated with internal teams to ensure seamless product customization, labelling and packaging.

Experience:

Manager of Sales and Marketing **(May 2014 – Nov 2018), Gandhar Oil Refinery India Limited**, Mumbai Maharashtra, India.

Key Responsibilities:

- Developed and maintained a client base of industrial customers in various sectors such as manufacturing, construction, and transportation.

- Conducted product demonstrations and provided technical guidance to customers to ensure the best lubricant selection for their specific machinery and equipment.

- Regularly met or exceeded sales targets by consistently acquiring new clients and expanding sales within existing accounts.

- Negotiated pricing and contract terms with customers, while also collaborating with internal teams to ensure smooth order processing and timely delivery.

Experience:

Business Head (Automotive- PAN India), Sales and Marketing **(May 2007 – April 2014), Baroda Greases and Autocare Products Private Limited**, Vadodara, Gujarat India.

As a Business Head in sales of Automotive Lubricants PAN India, I would have gained valuable work experience in various aspects of the automotive industry.

Key Responsibilities:

Development and implementing sales strategies

Identifying new business opportunities and developing pricing and promotional strategies.

Leading and managing a sales team, conducting performance reviews and motivating team members to achieve their goals.

Building and maintaining client relationship: this would involve regular meeting, negotiations and addressing any customer concerns or issue.

Market research and analysis. I would conduct market research, gather competitive intelligence and analyse data to identify new opportunities and improve market share.

Budgeting and financial management: As a Business Head, I would be responsible for developing and

managing the sales budget. This would involve forecasting sales revenue, monitoring expenses and ensuring profitability and cost efficiencies.

Product development and launches.

Monitoring and evaluating sales performance: Evaluate sales data to identify areas for improvement and provide regular reports and updates to senior management.

Overall, my work experience as a business head in sales of automotive Lubricants PAN India would have equipped me with strong leadership skills, business acumen, market knowledge, and ability to drive sales

growth in competitive industry.

Experience:

Area Manager (Automotive), Sales (**April 2004 – May 2007**), **Paras Lubricant Limited**, Delhi, India.

Key Responsibilities:

Prospecting and new business development: Identifying potential customers in target market, conducting market research, and actively seeking out new business opportunities. This may involve cold calling, attending trade shows and networking events.

Sales Management: setting sales target, developing sales strategies and ensuring the achievement of sales goals, territory development.

Customer relationship Management: Engage with customer's needs, provide product knowledge and support, address any issues or concerns and ensure customer satisfaction.

Experience:

Executive (Automotive), Sales (**April 1998 – May 2004**), **Hari Chand Roshan Lal Jain**, Panipat, India.

Key Responsibilities:

Prospecting and new business development: Identifying potential customers in target market.

Products Presentation.

Sales Negotiation.

Relationship Building.

Sales Reporting.

Technical Knowledge.

Continuous Learning.

Achieve Sales Targets

Education:

Master of Business Administration (Marketing- 2020) Prin. L.N. Welingkar Institute of Management, Mumbai, India.

Skills:

Strong sales and negotiation skills

Strategic planning and business development

Market analysis and competitor research

Relationship management and customer retention

Team leadership and staff development

Excellent communication and presentation abilities

Proficient in Online data collection and Microsoft Office Suite