



Gaurav Sood

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Objective: To work as a business development manager or consultant in steel and/or allied industry.

Career Summary: Dynamic and results-driven Sales Enthusiastic. Over a 19-year career in the steel industry, working in India and ASEAN Countries, catered to niche consumers of long & flat steel products and allied services across different industries and business models, from selling value-added steel to heat treatment and precision engineering, where I have found my biggest passion.

Key Skills:

- ✦ Sales cum Business Development
- ✦ Strategic and Market Planning
- ✦ Key Account Management/Retention
- ✦ Contract/ Price Negotiation
- ✦ Customer Relations Development
- ✦ Market Research and Analysis
- ✦ Promotion and Sales Tactics
- ✦ Loss Prevention/ Shrink Control
- ✦ Budgeting
- ✦ Presentation and Training
- ✦ Inventory Control
- ✦ Customer Service Tactics
- ✦ Competitive Market Growth

Education

Post-Graduation: Post Graduate Diploma in International Business from Amity Business School, Noida, 2002-2004.

Graduation: B.Com. St. Xavier's College, (Kolkata University), 1998-2001.

Class - XII AllSSCE. DAV Sr. Sec School, Chennai (TN) 1997-1998.

Class - X AllICE. DAV Sr. Sec School, Chennai (TN) 1995-1996.

Competence:

October 2022 - Onwards - **P. SOOD & CO** - Partner - Chennai, Kolkata, Pune & Mumbai.

As an entrepreneur, I try to provide the value of money & time to my customers whenever they have a requirement for any kind of steel products or any services related to steel coating and heat treatment.

We are Engineers & Merchants of Tools, Alloy & Special Steel and Stainless Steel. Manufacturers of Bright Steel Bar & Wire in Mild Carbon & Alloy Steel Grades.

Service provider for Pickling, Phosphate & Spheroidize Annealing of Steel Wire Rod Coils in Hot Rolled and Cold Drawn Condition. Structural Steel, Plates, Sheet Metal and Coils.

Professional Career Span: -

Stint	Company	Description	Designation	Location	Responsibility	Key Learnings
Jan 2022 - Sept 2022	Zetwerk Manufacturing Businesses Private Limited	Zetwerk is a B2B start-up company - that got Unicorn status in the year 2021, it's primarily into contract manufacturing cum trading of various industrial and consumer products.	Senior Sales Manager	Chennai,	I headed the sales team for Mild, Carbon & Alloy Steel -Hot Rolled and Cold Drawn Steel Products for the Pan India market.	Startup companies' business model in B2B form of transaction. I.e., Unique product vision, Clear understanding of key customers and stakeholders, Long-term growth, Brand building, Compete on value. Not price, Trade finance, Focus on your company identity.
Nov, 2015 - Dec 2021	Alan Bright Steel Pvt. Ltd	ABS, manufacturer s Bright Steel Bars and Wire Rods in carbon, alloy and special steel grades and supplies to OEMs in the automobile sector. A family run company since 1977.	Executive Director	Chennai	Responsible for managing the entire activities in the unit starting from: Raw Material Procurement, Sales & Marketing, Inventory Management, Payment Collection, Staff and Management Control, Recording & Reporting to Directors/Owners.	Strategic Patience, Finances, Innovation, first hand technical know-how of plant and machineries used in steel production.
Jan 2013- Oct 2015	Jindal Steel& Power Ltd	JSPL forms a part of the US\$ 20.5 Billion multinational and multi-product conglomerate, of O.P. Jindal Group.	AGM-Steel Sales- ASEAN	Jakarta, Indonesia	Exports of Hot Rolled Sheet and Plates, Structural Steel - Angle, Channels, Columns, Beams, Fabricated Structure, Wire Rods and Semi-Finished Steel Products from JSPL, India & Oman plant to ASEAN countries.	Understanding of international trade compliance requirements. Cross cultural networking skills. Analytical skills. Accountability and adaptability. Ability to handle stress.
Jan 2010 - Sept 2013	PT. Ispat Indo (L.N Mittal Group Co.)	Ispat Indo was Indonesia's largest wire rod producer annual production capacity in excess of 700,000 tons with the highest market share. It's owned by Mr. L.N. Mittal, Chairman of Arcelor Mittal, the world's largest steel producer.	Assistant Manager- Sales and Marketing Indonesia	Jakarta, Indonesia	Responsible for business development and handling of the corporate customers in the Wire Rod Division and monthly sales achieved in excess of 8000 MT.	Seeking attention to Detail. Critical Thinking. Strong Communication in English as well as local language. Dependability on the team, my ability to be Cross-Trained.

Nov 2007- Dec 2010,	Metal One Corporation India Pvt-Ltd, (Mitsubishi Corporation)	With a sales network of over 140 offices and subsidiaries around the world, Metal One builds up a value chain connecting steel manufacturers and customers by providing integrated services that range from distribution, inventory and manufacturing to processing, in addition to sales of steel products.	Assistant Manager- Steel Trade	Kolkata, India.	Assist HO Tokyo in selling Japanese Steel Mills products to end users in Eastern India. To establish a trade channel with Indian Steel Mills for the Export of their Steel products. Coordinating work with the freight forwarder, custom house agents, and transport agencies.	Art of making effective decisions. Deep respect for traditions and culture. Focusing on the problem. Undertaking action.
April 2004 to Oct 2007	www.SteelRx.com, (FACOR Steel Ltd),	India's 1st online site for e auctioning of various kind of steel products. We had mandate from leading steel manufactures for getting better realization of their surplus and scrap products by leveraging technology	Resident Executive - E-Auction- Steel.	Kolkata & Nagpur	I was in charge of the growth of the client's base and encouraged them to actively bid in online auctions.	Stepping stone to Internet economy. How to build e-auction competencies, organize for knowledge management, create a holistic sourcing process, experiment with e-auction designs.

Languages: Well Versed in English, Hindi, Bengali, Punjabi and beginners level Tamil and Bhasha Indonesia.

Personal Information:

Date of Birth: 08 Feb 1980.

Permanent Address: 5/2Harish Mukherjee Road, Bhawanipur, Kolkata-700025, India.

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Self-Declaration

I herby declare that the above given information are true and I am open to external verifications.

My service is available in 15 days' notice with complete Loyalty, Honesty & Integrity to Management and Organization.

Thanking you,

Warm Regards,

GAURAVSOOD