**Address:**

A/17, Akshay Palace Co-op. Housing Sty.

Near Highway Chowk,Warje,

Pune – 411052

Cell: 07798639085

 EmailID: ashu\_bond1510in@yahoo.co.in

Ashwini Bondale

Senior Manager – Marketing

R. STAHL (P) Ltd., India

CTC: Rs. 20.10 Lakhs

# Professional Summary:

# Values Offered:

* + - Excellent understanding of marketing deliverables – 4 Ps
		- Commitment towards Task Assigned

**Objective:** To advance in my career in Marketing while serving a progressive organization, with an aim to develop

myself and to apply my skills . I have a varied experience of 24 years.

Education: Bachelor of engineering in Electrical from Goa University, first

 Class with honors.( passed out in the year 1991 )

Area of Expertise : Quality Assurance – 6yrs (Home Appliances)

 Sales and Marketing – 17 yrs (industrial Products)

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| Professional Experience |
| 1. Presently working for M/s R. STAHL (P) Ltd. as Senior Manager – Marketing; Job profile – enclosed(on last page)

Employed here since 1st Jun 2010; last date of working : 28th Feb 2017Earlier assignments :1. M/s Baliga Lighting Equipments Private Limited., Chennai as Manager – Marketing

Associated since October 2008 till April 2010**Company Profile:** Baliga Lighting Equipments Private Limited : Was founded in the year 1962; They are manufacturers and pioneers in India in the field of Explosion proof lighting equipment like light fittings, control panels, switches, control stations, junction boxes, plug + sockets, etc.Multiple locations in India to enable a better reach to widely spread customers; very shortly, putting up an EOU;**Work Profile;**Reporting to : Managing DirectorCONCEPTUALIZE, DEVELOP, IMPLEMENT AND MAINTAIN THE MARKETING STRATEGY, COMMUNICATIONS, PLANNING, AND PROMOTIONS.**PRIMARY RESPONSIBILITY**1. Prepare Co wide Mktg plan incl for dealers and monitor the same.
2. Be the tech leader regarding the standards, certification and other tech matters regarding products and systems and provide tech support.
3. Develop the website and maintain it.
4. Develop the Cos promotional material like Cd, catalogs, Internet strategy and liaise with the advertising agency.
5. Take over the Customer concern issues and to sort out the same with QAD
6. Promote the Co with leading Clients and Consultants and keep them informed of the changes taking place.
7. Provide inputs and support for participation in exhibitions.
8. Prepare overviews on market scenarios and prepare a growth strategy.
9. Conduct market survey for checking the position of Baliga in Indian market.
10. Keep tabs on competition and prepare a position paper on a regular basis.
11. Take charge of the ISO function for the Marketing Dept .Provide regular training regarding changes in objectives, standards and tech issues to the staff.
12. To coordinate with the Service provider for implementation of ERP for the Marketing Div.
13. Last Organisation: M/s Rishi Laser Cutting Ltd., Alandi Markal, Pune as Manager – Marketing

Associated since July 2005 to August 2008**Company Profile:** Rishi Laser Cutting Ltd. Was founded in the year 1994; Being a public ltd. Company listed in BSE, it offers a complete solution for sheet metal fabrication; equipped with state of the art imported ( German and Swiss makes) Laser Cutting machines , CNC bending machines and a robot welding and manual fabrication set up; with a total sales turnover of ove INR 100 crores.Multiple locations in India to enable a better reach to widely spread customers; very shortly, putting up an EOU;**Work Profile;**Reporting to : PresidentResponsible for a team of 4 Engineers – providing strategic guidance, mentoring and yearly appraisals Functional job responsibilities:* Drawing out a marketing plan at the beginning of the financial year
* Target setting for individuals ( defining of kra )
* Potential customer visits, Order Finalization
* Customised Presentations, proposing to management the initiation of new projects
* Obr\taining feedback from key customers and defining action plan for improvisation
* Consolidation of customer complaints and resolving them with the aid of Cross Functional Team
* Mentoring and training subordinates
* Responsible for timely completion of quotations and attending techno-commercial negotiation for major project orders
* Responsible for the upkeep of ISO 9001:2000 documentation

Quality Assurance Expertise - ~ 6yrs1. Worked for M/s Vishay Components India Pvt. Ltd. For a short span of 3 months as `Executive – Quality & Reliability Laboratory from April – 05 till July – 05.2. Worked for **MTS Group** as a **Sr Engineer for Quality Assurance.** (Merloni TermoSanitari Spa is an Italian Company manufacturing all kind of white goods under the brand name of Ariston & Racold having Worldwide presence).Associated with Merloni TermoSanitari since **Feb 03 to Mar 05****Company Profile:****MERLONI TERMOSANITARI (India) LTD**. is a 100% subsidiary co. Of Merloni TermoSanitari Spa accredited with ISO 9001 & is engaged in manufacturing and selling of various types of water heaters, geysers, bath tubs & cooker hoods The MTS Group plays a leading role in Europe and throughout the World in the manufacture of water heaters, bathtubs, gas boilers, air conditioning units and parts.  The Group has built its global presence by designing product lines to satisfy the demands of different markets, and by developing a number of individual brands to satisfy specific market opportunities. It has 6-activity center and 15 manufacturing bases worldwide.Responsible for a team of 3 engineers and 6 workmen - for Incoming and Process Quality.2. Worked with **M/S I.F.B industries Ltd** – Goa as a **Technical Executive** for  **Incoming Inspection** from **Sep 93 to Feb 97.****Company Profile:** **M/S I.F.B industries Ltd** – Goa was involved in manufacturing of Washing Machines 3. Worked with **M/S CROMPTON GREAVES Ltd**– Goa as a **Quality Control Engineer** for **Incoming and Outgoing Inspection** from **Jan 93 to Sep 93.****Company Profile:** **M/S CROMPTON GREAVES Ltd**– Goa was involved in manufacturing of Lithium Sulphur Dioxide batteries. * Systematically defining and establishing the inspection methods for components using Product Part approval Process (PPAP) and APQP, adoption of material specification and establishing a degree of standardization.
* Quality audit on product and process monitoring of the M/c. Worked on reducing rejection “ Gas defects “ blow holes and porosity of flange heating element and process defects
* Implementation of SQC tools for the analysis of the rejection levels and implementation of corrective and preventive action (Fish – Bone, scatter and correlation technique)
* Day to day co-ordination with the line personnel, handling line problems, line rejection and initiating corrective / preventive actions at the suppliers.
* Visiting suppliers regularly and providing inputs for upgrading them on the quality of their components. Supplier Rating and Evaluation using innovative and modern methods
* Coordinate with Product Development department and Purchase for First Part Approval of components. Checking and authenticating reports for all materials which include supplies for manufacturing, maintenance from vendors, sub-contractors etc. Ensure that the inspection process laid down is carried out.
* Coordinate with Product development department, Purchase and Stores for salvage by modification in rejected components or explore possibility of interchangeability between models in order to maintain minimum inventory possible
* Training people on Quality concepts and implementation. Create Change concepts Drive Waste elimination program through the organization, build and sustain a strong quality culture Act as internal consultant /change agent for departments/ divisions /organization and as catalyst for change in a complex and dynamic environment Develop and implement a robust metrics based quality information system.

ACHIEVEMENTS* + Cost reduction of Rs.20/- on wire harness of washing machine.
	+ Implemented sampling procedures for receiving inspection
	+ Implemented innovative methods for inspection.

Sales and Marketing Expertise - ~ 6yrs*“ I Create Markets “ Akio Morito*2. Worked with **M/S AAPSEE CONTROLS** – Pune as an **Asst Manager** for  **Application Marketing** from **Sep 02 to Jan 03.****Company Profile:** **M/S AAPSEE CONTROLS** was involved in manufacturing and distribution of Leak and flow testing instruments, SPM, Flow meters and Flow Controllers3. Worked with **M/S COTMAC ELECTRONICS Pvt Ltd** – Pune as an **Asst Manager**  for **Marketing** from **June 02 to Sep 02.****Company Profile:** M/S COTMAC ELECTRONICS - Building automation division, Pune was authorized building control specialist of M/s Johnson Controls Pvt. Ltd. – Mumbai. Product range included Integrated building management system (IBMS), HVAC, Fire Alarm, Guard Tour System, Hid (access control) system.4. Worked with **M/S BALIGA LIGHTING EQUIPMENTS Ltd** – Mumbai as a Sr Sales  Engineer from **March 97 to March 02.****Company Profile:** **M/S BALIGA LIGHTING EQUIPMENTS Ltd** - Mumbai was involved in manufacturing and distribution of Flameproof Lightning Equipment.Worked on 1. Exploring each segment of industry where leak testing finds application viz. Pharma, Automobile, Packaging, Food and General Engineering. Marketing the concept of particular leak / flow testing principle of operation viz. Mass Flow measurement, Force measurement under vacuum / pressure and Differential Pressure measurement.
2. Preparing relevant supporting technical documentation, continuous interaction with interested customers for raising them to higher platforms of discussion each time. Initiating commercial discussions, after the customers are technically appraised and satisfied, calculation of payback for each customer, based on inputs received from them.
3. Preparation of Quotations, doing follow-ups, preparation and up gradation of Sales Kit, Planning and Monitoring the sales visits of Sales Engineers, giving them time to time guidance on their subject for discussion, gathering and compiling info received from them, taking over potential customers from them and pursuing aggressive and result oriented marketing.
4. Rating customers using conventional methods and on that basis, planning new strategies and educating Sales Personnel.
5. Obtaining maximum information about competitors, giving suggestions to the management for implementation of added features, which will make our product more saleable.
6. Weekly updating on quotation status / analysis, monitoring the trend of market requirements, co-ordination between higher-ups and Sales Engineers.

ACHIEVEMENTS* Bagged Orders worth Rs.50 Lacs within 6 months (July 1999 – January 2000)
* Revival of reputed and potential customer (M/s Tata Honeywell Ltd.)
* Appreciation Certificates received from customers for consistent, exceptional & prompt service rendered.

Total professional experience of 11+ years |
| Personal Details |

Name: Ms. Ashwini Bondale

Marital Status : Married

DOB: 15-10-1969

Nationality: Indian

**ASHWINI A. BONDALE**

**AGE : 47 years**

**Total experience : 22+ years**

**Currently working for : R. STAHL (P) Ltd. As SR. MANAGER MARKETING**

**ANNUAL CTC : INRS 20 LAKHS**

**DOJ : 01-06-2010 as MANAGER MARKETING ;**

**R. STAHL (P) Ltd. , INDIA : A 100% subsidiary of R. STAHL AG, GERMANY; established in India in the year 1992**

**Job Profile at R. STAHL (P) Ltd.**

**Major responsibilities :**

**MARKETING –**

**Aspect : Promotion**

1. Advertisement – concept, creativity and realization by liaising with an external agency
2. Exhibitions – identifying the apt exhibition , a-z activities involved right from the stall design and concept right up to selection of the correct set of exhibits, deciding on the type of mounting, creative posters at the background (design, concept, wording), collection of the enquiries ( visitors data) converting to a database ( by liaising with an external agency for the construction and also part of the design)
3. Presentation / technical seminar at the customer end – selection of the products , organizing for the logistics, explaining to customers during walk thru, etc.
4. Preparing all presentations for the Managing Director w.r.t. his sales visits and international meetings
5. Technical brochures, flyers, interim data sheets, – design, concept, realization ( by liaising with an external agency )
6. Give aways for the exhibition – concept and realization
7. Diaries, planners and calendars – sourcing , customisation of calendars with the help of a liaising agency
8. New product launch – package preparation comprising of an INTERNAL part technical fact sheet, information about the competition, application and releasing the flyer for
9. Digital Marketing : Lighting Campaign project : Includes SMM (linked In, FB, Twitter), Google adwords, email marketing etc.
10. Free registration of R. STAHL in B-C and B-B portals like just dial.com, indiamart.com, tradeindia.com etc.
11. Print media – Industrial magazines liked Industrial Automation, Industrial Safety, Jasubhai Media publication (CEW) , etc. : Free publishing of product write ups, interviews of Managing Director, etc.

**Others :**

1. Competition : Gathering information regarding new products and developments, sourcing samples, getting price details etc.
2. Vendor registration : registration for R. STAHL at all customers ( hard copy documentation as well as e-registration )
3. Product display room in factory – maintenance and upkeep; complete responsibility of the set up was handled by MARKETING
4. All types of branding – magazines, hoardings, exhibitions, etc.
5. Inauguration : I was responsible for the complete event management right from scouting for event management companies, liaising with them, defining the agenda , branding, theme for the inauguration, creative, flow of the event, welcome of guests, arranging for invitation letters for their VISA etc., Designing the invite for the inauguration, etc.
6. Handled independently the new product launch which was a parallel event during inauguration
7. Co-ordinating visits by delegates from various companies arranged by the Indo GERMAN Chamber of commerce, ( as a part of training of managers on good manufacturing practices )
8. Complete co-ordination with the central marketing department – GERMANY
9. Designing and realizing flyers / brochures for the parent company
10. Responsible for getting documents translated from GERMAN to ENGLISH language
11. Support to sales for any event / road show / seminar / technical paper presentation
12. Responsible for subscription to project news, magazines, bulletins etc. membership of FFIC
13. Responsible for EIL registration for R. STAHL AG Germany ( On line + documentation in hard copy ) – have received EIL enlistment after joining R. STAHL with a lot of perseverance and struggle