



DALJIT SINGH SAGGU

CONTACT



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G2/214 Southend Apartment Eros Garden,
Charmwood Village, Faridabad ,
Haryana- 121001

EDUCATION

July 1995 – June 1997

MASTER IN COMMERCE

(Sales & Marketing)

Rani Durgawati Vishwavidyalaya, Jabalpur, M.P

July 1992 – June 1995

BACHELORS OF COMMERCE

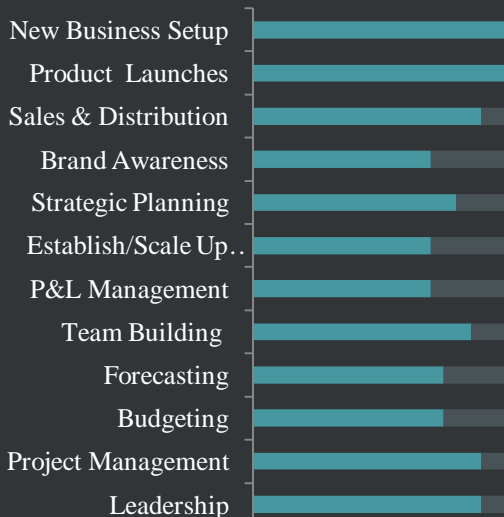
Rani Durgawati Vishwavidyalaya, Jabalpur, M.P

COURSES

NPTEL Online Course (funded by Ministry of HRD, Govt. of India) on

- Project Management for Managers” from IIT, Roorkee, 2018.
- Six Sigma” from IIT, Kharagpur, 2018-19 (pursuing).
- Sales and Distribution Management” from IIT, Kharagpur, 2018-19(pursuing).

AREA OF EXPERTISE



ABOUT

Accomplished executive with expertise in leading sales teams to maximizing business revenue and market presence and remain focused on customer satisfaction. 19 years of diversified experience and specialisation in Small Appliances, Domestic and Commercial RO Water Purification, Water Softeners, STP, ETP, WTP, ZLD, Deionization, swimming pool solutions etc. and a background distinguished by leadership with major organizations including 3M India Limited, Blue Star Limited, KENT RO Limited and USHA International. Currently working with Cuckoo International as National Sales Manager (NSM-PAN India) managing Residential and Commercial Water Business, Air purifier and small appliances.

WORK EXPERIENCES

CUCKOO Oct 2018 – Present
National Sales Manager
PAN India

Cuckoo Appliances Pvt Ltd., (Water Purification, Air Purifier and Small Appliances)

Responsible for Residential Water and Commercial Water Business, Air Purifier and small appliances verticals of Cuckoo International.

Major Responsibilities and Notable Credits

1. Set up Distribution channel network for range of products across PAN India
2. Drive Sales and Marketing operations with direct responsibility for channel and modern trades.
3. Monitor business and competitive environment and provide strategic directions.
4. Strategic planning and developing growth trajectory for the business.
5. Achieve targeted value and volume sales for water purifiers, air purifiers and small appliances.
6. Building Brand focus and ensuring maximum presence in all formats (national and regional tradeshows, open houses, industry related conferences and meetings) resulting in greater Brand acceptance



Dec 2017 – Sept 2018

Senior Assitant Sales Manager
(West)

Blue Star India Limited (Water Purification & Softeners)

Responsible for Residential Water and Commercial Water Business, small appliances verticals of Blue Star Business region.

Major Responsibilities and Notable Credits

1. Set up Distribution channel network for range of products in West (Mumbai, Goa, Gujarat, Madhya Pradesh and rest of Mahakoushal).
2. Drive Sales and Marketing operations with direct responsibility for channel and modern trades.
3. Achieve targeted value and volume sales for water purifiers, air purifiers and small appliances.
4. Building Brand focus and ensuring maximum presence in all formats (national and regional tradeshows, open houses, industry related conferences and meetings) resulting in greater Brand acceptance.



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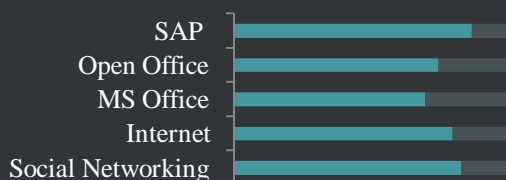
BACHELORS OF COMMERCE

Rani Durgawati Vishwavidyalaya, Jabalpur, M.P

AREA OF EXPERTISE



SKILLS



Sep 2015 – May 2017

Senior Sales Analyst (North)

3M PURIFICATION INC (Water Purification, Softeners and Small Appliances) | North India

Responsible for Residential Water and Commercial Water Business, small appliances verticals of 3M Purification Business region. Products include Point of Entry and Point of Use Water treatment solutions for Residential purpose and commercial food service establishments.

Major Responsibilities and Notable Credits

1. Successfully launched Residential water business in North India.
2. Post launch in 2015 in North India achieved business growth of 400%.
3. Successfully set up Distribution Channel network for range of products in North.
4. Established Sanitary ware channel as unique and successful channel for Point of Entry range of products in Residential water filtration.
5. P&L responsibility for Residential and commercial water filtration segment of 3M Purification Business.
6. Establishing pricing strategies, Monitoring costs, competition, AR and inventory turns.
7. Forecasting and managing inventory levels in line with demand.
8. Coordinated with APAC and Global teams to get support for North.
9. Drive marketing programs including PR to support the program through external agencies.
10. Set up Service Infrastructure for the segment in North.



April 2013 – August 2015

Regional Branch Head (Delhi / NCR)

Water Purification, Softeners and Small Appliances

March 2011 – March 2013

Branch Manager (U.P.)

Water Purification, Softeners and Small Appliances

Kent RO Ltd. | Delhi / NCR

Handled Sales and Marketing operations for Residential Water and Commercial Water and small appliances business across Delhi / NCR.

Major Responsibilities and Notable Credits

1. Identification of new business territories, planning and execution of the plans
2. Set up distribution channel and direct dealer network across Delhi/NCR.
3. Building Brand focus and ensuring maximum presence in all formats (national and regional tradeshows, open houses, industry related conferences and meetings) resulting in greater Brand acceptance.
4. Focus on the channel growth, with continuous expansion and extraction.
5. Led a team of 36 people to set up and operate profitable operations in Delhi/NCR.
6. Training of sales agents on cold calling and accompanied them on sales calls to acquaint them with company and industry practices and procedures.
7. Conducting On-board orientation program review for business and team members
8. Product wise contribution of Delhi/NCR to all India sales of CD is
 - Domestic ROs: 53%
 - Softeners: 32%
 - Air and Vegetable Purifier: 15%



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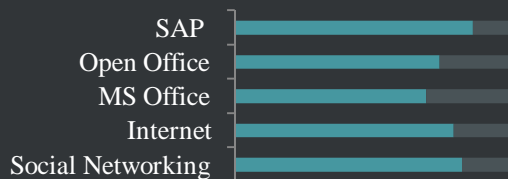
BACHELORS OF COMMERCE

Rani Durgawati Vishwavidyalaya, Jabalpur, M.P

AREA OF EXPERTISE



SKILLS



March 2008 – Feb 2011

Branch Sales Manager for Water Purification & Softeners

Usha ShriRam |Delhi / NCR

Major Responsibilities and Notable Credits

1. Executing business planning, strategies and control
2. Achieved and exceed top line targets for the department
3. Responsible for monthly/ quarterly/ half yearly business projections and planning
4. Looking after the manpower planning, liaison recruitment and training
5. Received Best Sales Branch Manager award for Delhi Region
6. Managing team size of 30 sales executives
7. Received Golden Award



August 2006 – Jan 2008

Zonal Sales Officer

Hindustan Uniliver Ltd. | Delhi / NCR

Major Responsibilities and Notable Credits

1. Allocating areas to sales representatives.
2. Developing sales strategies and setting targets.
3. Monitoring team's performance and motivating them to reach targets.
4. Compiling and analysing sales figures.

July 2003- July 2006

Associate Sales (FSE)

Flexione Workforce Solution Pvt. Ltd. (AIRTEL) | Jabalpur

Major Responsibilities and Notable Credits

1. Responsible for monthly/ quarterly/ half yearly business projections and planning
2. Achieved and exceed top line targets for the department
3. Provided executive level administrative support, coordinated events
4. Received Best Sales Person award for MP Region



February 1996- June 2003

Group Leader

Eureka Fobes Ltd. | Jabalpur, M.P.

Major Responsibilities and Notable Credits

1. Heading the region of Singrauli, Jabalpur, Ambikapur, Chindwara and Shahdol
2. Pricing, Schemes and Positioning strategy to ensure continuous growth the business.
3. Identification of new business territories, Planning and execution of the plans
4. Handling a team of 12 Sales Executives spread across the region
5. Received Best Sales Person award for M.P. region.

Place: New Delhi

Signature : Mr. Daljit Singh Saggu