

MUDASSAR MULTANI, MBA

MARKETING MANAGER

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Mobile: +917698911911 | Marital Status: Married

PROFESSIONAL SUMMARY

Experienced Sales and Marketing Executive with a successful track record in the ceramic industry, specializing in negotiation, relationship building, and strategic sales execution. Proven expertise in team leadership, client management, and consistently surpassing sales objectives through effective communication and strategic planning.

KEY SKILLS

- Ceramic tiles expert. Product Knowledge of ceramic products, specifications, applications, and trends.
- Vendor selection based on quality, design, professionalism.
- Growing client base, generating new leads, and closing deals.
- Maintaining strong relationships with architects, interior designers, builders, and retailers.
- Experience handling both retail customers and institutional clients (projects, real estate, etc.).
- Identifying trends and competitor activity to refine sales strategy.
- Strong negotiation tactics to secure favorable terms and close high-value deals.
- Clear, persuasive communication for product demos and client interactions.

WORK EXPERIENCE / ROLES & RESPONSIBILITIES:

Company Name: Krishna Cosmopolitan LLP

March 2022 – Present

Designation: Marketing Director & Partner

- Develop and implement marketing strategies, objectives, and promotional programs to support organisational growth, strengthen brand awareness, and enhance market presence in domestic and international ceramic tile product markets.
- Conduct comprehensive market research and competitor analysis to identify emerging market opportunities, customer preferences, industry trends, and demand patterns for ceramic tile products and surface solutions.
- Analyse market intelligence and customer feedback to develop strategic recommendations on product positioning, branding, pricing competitiveness, promotional planning, and distribution strategy development.
- Evaluate market conditions and consumer requirements to identify opportunities for international market expansion and strengthen competitive positioning within target ceramic industry markets.
- Develop and manage digital marketing initiatives, including website content management, social media marketing campaigns, online brand promotion, and digital communication activities across platforms such as Facebook and Instagram.
- Design and implement marketing communication activities, including promotional campaigns, customer engagement programs, and marketing content development to enhance brand visibility and product awareness.
- Establish and maintain relationships with overseas agents, distributors, and industry stakeholders to support market intelligence gathering, brand promotion, and market development activities.
- Represent the company at international trade fairs, exhibitions, and industry events to promote brand identity, analyse market trends, gather industry insights, and enhance corporate visibility in global markets.
- Collaborate with manufacturing and design teams to align product development, surface finishes, and customised solutions with market trends, customer preferences, and industry requirements.
- Advise management on product portfolio development, market positioning, branding strategies, promotional planning, and customer engagement strategies to strengthen overall marketing effectiveness.
- Monitor and evaluate marketing campaign performance by analysing market response, customer engagement data, and

promotional effectiveness to recommend improvements and optimise marketing outcomes.

- Research international market requirements, customer behaviour patterns, and distribution models to support strategic marketing planning and informed decision-making.
- Coordinate with external stakeholders, including manufacturers, quality assurance providers, logistics partners, and overseas representatives, to support market research activities and ensure alignment with market requirements.
- Prepare market research reports, marketing performance summaries, customer insight analyses, and strategic marketing recommendations to support long-term marketing planning and business decision-making.

Company Name: Krishna Digi Chem

Jan 2019 – Feb 2022

Designation: Senior Marketing Manager

- Developed and implemented marketing strategies, objectives, and promotional programs to enhance awareness, visibility, and market recognition of ceramic glazes, inks, and surface development materials across domestic and international ceramic manufacturing markets, contributing to overall organisational growth.
- Conducted market research and analysed industry trends, customer requirements, competitor activities, and emerging technologies to identify opportunities for new and existing ceramic surface solutions.
- Performed market segmentation and customer needs analysis to evaluate market demand, identify target customer groups, and support the development of effective marketing plans.
- Analysed market intelligence, customer feedback, and product performance data to recommend marketing initiatives, product positioning strategies, and market development opportunities.
- Collaborated with ceramic technical specialists to translate product applications, technical specifications, and performance characteristics into marketing materials, promotional content, and technical presentations.
- Planned and coordinated product demonstration, technical sampling, and promotional campaigns to communicate product benefits and enhance market awareness among ceramic manufacturers.
- Advised on product positioning, pricing competitiveness, promotional activities, and distribution approaches to strengthen brand presence and improve market penetration.
- Established and maintained relationships with manufacturers, distributors, suppliers, and industry stakeholders to gather market intelligence and support ongoing marketing initiatives.
- Represented the company at international trade fairs, exhibitions, and industry events to promote brand visibility, monitor market developments, evaluate competitor activities, and identify emerging market opportunities.
- Prepared and maintained market research reports, competitor analysis records, customer feedback data, campaign evaluations, and marketing performance reports to support strategic planning and business decision-making.
- Evaluated the effectiveness of marketing campaigns and promotional activities, recommending improvements to marketing strategies, customer engagement programs, and market development initiatives.

Company Name: Krishna Colour Chem

Aug 2016 – Dec 2018

Designation: Marketing Manager

- Contributed to organisational growth by completing technical and industry training in Spain (Esmaglass Itaca) to gain knowledge of product applications, industrial use, and market positioning of ceramic digital printing technologies and related materials, supporting the development and implementation of marketing targets, operational frameworks, and branding activities.
- Conducted market research and competitor analysis to assess demand trends for digital printing technologies and machinery in ceramic, fiber cement, and cement paver manufacturing industries.
- Contributed to marketing planning by analysing market trends, customer feedback, and technology adoption patterns within the industrial ceramics and building materials sector.
- Supported market introduction planning for advanced digital ink systems and industrial machinery through structured marketing

strategies focused on awareness and product positioning in the Indian market.

- Developed marketing initiatives and promotional concepts to support awareness and adoption of new ceramic printing technologies among industrial manufacturing segments.
- Assisted in developing marketing communication and distribution positioning strategies to enhance product visibility and strengthen market presence in target industries.
- Supported pricing analysis by evaluating production costs, competitor pricing structures, and market feasibility to inform marketing positioning decisions.
- Collaborated with international suppliers and technology partners to support product positioning, branding consistency, and marketing communication of product features in the Indian market.
- Prepared marketing presentations, product communication materials, and analytical reports based on industry research, technology trends, and market insights.
- Maintained ongoing market intelligence tracking by analysing industry developments, customer requirements, and competitor activities to support marketing strategy refinement.

Coles Distribution Centre (Perth)

Mar 2010 – Oct 2014

- Picking, Loading, Dispatch Office

Gull Petroleum (Perth)

Aug 2008 – Feb 2010

- Till Operator and Customer Representative

EDUCATION & QUALIFICATION

MASTER'S DEGREE Master of Business Administration Sales & Marketing Edith Cowan University Perth, Australia.	2008 – 2010
BACHELOR'S DEGREE Bachelor of Business Administration Sales & Marketing Sinhgad College Pune, India	2005 – 2008

PROJECTS

Stone Center, Norway, Supplying Slabs and Tiles.	11/23 – Present
Casa Brava, Greece, Supplying Ceramic Tiles.	09/22 – Present
Alifia Fitouts, Sydney, Supplying Ceramic Tiles.	06/22 - 08/24
Cassa Impressions, Singapore, Supplying Ceramic tiles and Slabs.	01/23 - Present
Koufou, Cyprus, Supplying Ceramic Tiles.	03/25 – Present

REFERENCES

Bhavesh B Maniar | Managing Director | KRISHNA COLOUR CHEM |. MOBILE-9925735678 | EMAIL-krishna_bhavesh@yahoo.com

Bhavesh B Maniar | Managing Director | KRISHNA DIGI CHEM |. MOBILE-9925735678 | EMAIL-krishna_bhavesh@yahoo.com

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