**Ankit Srivastava**

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# SNAPSHOT PROFILE

Enterprising, results-oriented and dynamic senior management professional with 17+ years of work experience in overall management of the organization primarily focusing on Marketing, Sales & Distribution, Market Research and Business Management, New Product Launch and Team Management extensively across FMCG and FMCD sector. Skilled in strategic formulation of business processes to sustain and enhance the growth rate and revenue generation in a highly competitive market scenario. Proven record of enhancing overall profitability with significant growth in revenue and capturing a large chunk of the market share. Extensive exposure across budgeting and cost control, profit-center management, financial year planning and process development, budget management and new product launch & relaunch catering to the market requisitions and customer needs. Possess strong and effective communication skills, adept to leading organization using fundamental guidelines, initiatives, training the workforce to manage large teams with distinction.

*Organizational Leadership • Strategic Business Management • Sales & Marketing • Operational Excellence Process Development • Team Management • Budget Control • Market Penetration • Channel Development • Markets Cycle Management • International Marketing • Digital Marketing*

# Industries Served

*Consumer Goods/FMCG/Home Décor/Furnishings/Telecom/Consulting/Building Materials /Chemicals*

# Markets Handled

*PAN India/ France/ UK/ South Korea/ UAE/Oman/ Nepal/ Bangladesh/ Sri Lanka*

# Work History

## Senior Marketing Manager (India & Gulf),Shrilakshmi Cotsyn Limited, Noida, November 2015 to Present

**Role:** Define organizational strategies and develop processes, accounted for budgeting, leading Market & sales plan to ensure operational excellence and achievement of the monthly sales targets designated by the management. Analyzing market trend and competitor activities for executing strategies for appointing new distributors and deep market penetration. Analyze big data, market trends and customer demand patterns for formulating effective sales forecast and strategies sales plan for the different branches within the region.

**Highlights:**

* Analyzed market trends to revamp the sales strategy adhering to the organizational goals and objectives to enable the team efficiently handle challenges and successfully launch new products to achieve the allocated targets.
* Maintained highest market share within the allocated region with 65% (2016-18) share in Home Décor .
* Achieved an exponential revenue growth from 29 crores in 2015 to ₹ 110 crores in 2018.
* Conceptualized a new project of “Women Bottom Wear” with new segments by setting up online marketing channel.
* BTL plans & executions for the brand visibility of Brand Name “WEAVES & Dy-Fy”
* Research and exploring potential global market for Home Textile Products preferably comforter / Bed Linen and preparing timely reports on geographical location basis.
* Study and monitor the current global market for Home Textiles of Comforter /Bed Linen and prepare reports on product and region basis and identify the untapped potential market.
* Collecting information about the business through a variety of methods (shadowing, interviews, surveys, reading reports etc.)
* Created a targeted dealer marking for the dealer channel resulting in a 15% increase in dealer participation and an average of 5 points of market share growth across several regions.
* Accelerated early season sales by 58% year over year in a down economy by revitalizing program.
* Generate lead and export sales (for UAE and OMAN Market)

## Area Business Manager ( U.P.,Uttarakhand), Beetel Teletech Limited, Lucknow, May 2015 to Oct 2015

**Role:** Led a team to ensure coverage of a large group of customer audience and achieve the allocated targets. Executed A & P planning and budget allocation to ensure ROI achievement for each promotional campaign adhering to the organization vision and mission. Monitored the sales activities on a regular basis and undertake market research to ensure achievement of top line sales with incremental rise in market share at different cities.

**Highlights:**

* Implemented marketing strategies which resulted in 12% growth of customer base.
* Launched of GSM FWP (Fixed Wireless Phone) with two new models in Cord Less phones which impacts a growth of 15% more percent of Market Share in Landline Division
* New Market Launched in Nepal by appointed two new distributors
* Achieved more than 125% of Targets throughout the period and achieved maximum percentage numbers among all the regions
* Introduced New Line of Business through Procurement of Orders from leading Institutions (Indian railways, IT Kanpur, ALIMCO MNNIT) with an increase of sales by approximate 15%

## Marketing Manager (PAN India, Korea), LG Hausys India Limited, Gurugram, March 2011 to May 2015

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* Development of a new marketing strategy of segmented the Targets through ABC Analysis that boosted up the sales by 70% in the first year.
* Supervised the launch of 5 successful product lines, increasing revenue by 60% after 11 weeks of resumption.
* Slashed operating costs by 78% via cost-cutting measures such as eliminating irrelevant expenditures on travel and supplies.
* Managed 13 cross-functional teams in developing go-to-market strategies for 200 products across multiple verticals like e-Commerce and Retail.
* Maximized profit margins by 130 % through maximizing new product introductions in UPVc Windows and HiMacs.
* Orchestrated launch for three new product lines to expand market share and generate $ 57 Mn. revenue.
* Tie-up with 6 New Modular Kitchen Manufacturers for Kitchen Tops

## Asst. Marketing Manager, Mohani Tea Leaves (P) Limited, Kanpur, May 2007 to Feb.2011

* Increased profit margins by 50% through maximizing new product introductions.
* Led market launch of 2 new Brands (Mohani Red for M.P. & Eastern U.P.; Mohani Royal for Jammu & Kashmir) resulting entry and competitive edge in the respective markets.
* Increased Premium segment Tea sales by 225 % from the year 2008-09 to 2010-11 by developing new packaging, collateral, and sales materials and optimizing target audience reach.
* Assisted in the development of products and services previously unrepresented in the Tea industry to increase shares in new markets by 5%.
* Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing revenue by 50% over a year.
* Drive the launch of the new premium Tea Brand – Mohani Premium and rebrand the regular brand as Mohani Good Time
* Worked on E Commerce team in delivering further increase in 30 % Revenue for Premium Brands ( Mohani GOLD, Mohani Royal and Mohani Premium)
* Explore the international market in Poland, Russia & Sri Lanka and identify potential clients
* Introduced Modern sales Format in the form of Institutional and retail stores tie ups.

## Merchandiser (France, UK), Superhouse Limited, Unaao, June 2006 to April2007

* Responsible to recheck the documentation of each and every activities relating to import and export.
* Manage the inventories record & prepare and submit necessary document relating to import and exports.
* Keep track of invoices and prepare necessary reports.
* Proper filing of correspondence to facilitate Regular follow-up with the Customers
* Responsible for the right shipment documentation, made by the export department.
* To plan the itinerary of the buyer /Inspection Agencies during their visit.

# Scholastics

Master of Business Administration: Marketing & Finance Kanpur University,2006

Masters of Commerce: Marketing Kanpur University,2005

Bachelor of Commerce: Commerce Kanpur University,2002

Nationality: Indian

DOB: 14th June 1981

Holds a Valid Indian Passport