

AJAY GUPTA

E-mail: -Surajtraders94@gmail.com

Cell No: - 9617777666

CARRIER OBJECTIVE

Result-Driven / Aggressive Sales Professional With 5Years Experience Of Successful Accomplishments.

To Achieve a Challenging Work Responsibilities And Progressive Value Additional In The Company And to Be Able To Use To My Communication Skills For Organization Activity.

WORKING EXPERIENCE : AT PRESENT

Organization : PEPSICO(Varun Beverages Ltd.)- –JUNE-2023 – Till Date

Nature Of Business : BEVERAGES

Based At : ALIRAJPUR (M.P)

Designation : Sales Officer

- Deliver Primary & Secondary sales targets
- Appoint and manage Channel Partners in defined market geography
Expand town coverage and distribution outlets to build extraction intensity
- Visit markets/distributors as per PJP to strengthen market execution & trade relationships
- Leveraging Sales Automation Tools to provide structured, logical, relevant organized information to DSM's & utilizing the same for growth & productivity
- Ensuring implementation and effective utilization of Distributor Management System.
- Resolve channel-specific issues within specific timelines
- Keep motivation levels high through regular meetings with distributors, retailers and on-roll distribution salesman.

WORKING EXPERIENCE : AT PRESENT

Organization : RSPL (GHADI DETERGENT) –1 MAY 2022 –31 MAY-2023

Nature Of Business : FMCG

Based At : ALIRAJPUR

Designation : TERRITORY SALES INCHARGE

- Developing dealer and distributor network.
- Coordinating brand promotion event.
- Reaching the target and goal set for the area.
- Management of the secondary sales force in terms of training, performance.evaluation coordination and communication between them and the distributors.
- Distributor handling and the issues with regards to their claim.
- Manage All Reporting System which needed by company.
- New retail outlet addition to increase sales .
- Handling Team, Distributors and Distributors sales man Motivate them always. Market Development&Accountable for primary and secondary sales.

PROFESSIONAL EXPERIENCE

Organization : DABUR INDIA LTD – 1 SEPTEMBER 2020 - 30 APRIL 2022

Nature Of Business : **FMCG/Food/Beverages**

Based At : **KUKSHI**

Designation : **Rural Sales Promoter**

- study and understand Traders, Wholesalers, Competitors & business environment to strengthen market share.
- Strategize plans to maximize sales and meet or exceed the budget.
- To analyze market trend and price and to promote product as per market trend.
- Activities to increase coverage and expansion of company's brand.
- Launching of new brand in the Beat.
- Execution of all the important task.
- Team handling & distributor management.

Organization : **P&G (Procter & Gamble) – 7 MARCH 2019 – 31 AUG 2020**

(Pride Distributer Private Limited)

Nature Of Business : **FMCG**

Based At : **Kukshi**

Designation : **DSE**

- To complete the targets in deadline oriented environment.
- To ensure sales and availability of SKU's in the beat.
- Implementation of company's process.
- Respond to competitor's activity in the Beat.

ACADEMIC QUALIFICATION

CLASS	BOARD/UNIVERSITY	RESULT
10th	M.P. Board	45.66%
12th	M.P. Board	75.33%
B.com	DAVV	75%
M.com	DAVV	72%

COMPUTER SKILLS

OPERATING SYSTEM - : **(MS OFFICE), (EXCEL),(VLOOKUP)**

PERSONALITY AT A GLANCE

- **Responsible, Energetic, Ensuring Future Plan, Problem Solver.**
- **Good planning, organizing and communication skills.**

PERSONAL DETAILS-

Father Name : **Mr. VIJAY GUPTA**

Permanent Address : **GRAM NISARPUR TEHSIL KUKSHI DIST DHAR**

Date of Birth : **20/08/1998**

Marital Status : **Married**

I hereby declare that all the above information is correct to the best of my knowledge

Place :- KUKSHI

Date :- (AJAY GUPTA)

