



AMIT GUPTA

Expertise in implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through; targeting assignments in Sales

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Profile Summary

- **Post-Graduate in Business Administration (Marketing) professional offering 16+ years of experience** in Sales & Marketing, Business Development & Expansion, Channel Management and Team Management across various industries
- Enabled business growth by developing and managing a network of channel partners across assigned territories for deeper market penetration and reach; **acknowledged for establishing a network of Dealers to achieve secondary sales targets**
- Leveraged industry knowledge for an effectual client relationship, leading to the client retention and market growth
- Developed & implemented new business strategies which led to an increase in business to enhance revenue and top line & bottom line growth; **augmented a business growth of 3x in Jubilant Agri & Consumer Products Ltd. for wood finish business and 2.5x growth in Greenlam Industries Ltd.**
- Comprehensive exposure in managing business operations through business development procedures, winning sales & marketing strategies and maintaining clients standards & guidelines; **felicited with Best Branch in value sales for the year 2017-18 with Jubilant Agri & Consumer Products Ltd.**
- Highly skilled in setting strategic goals, making decisions and enabling smooth day-to-day operations; strong people management skills with capability in leading large teams to achieve business objectives
- An effective communicator with excellent relationship building & interpersonal skills; possess a positive attitude and strong analytical, problem-solving & organizational skills

Core Competencies

Sales & Marketing	Business Development & Expansion	Competitor/Trends Analysis	Strategic Planning
New Business Strategies	Channel/ Distribution Management	Team Management	Product Promotion

IT Skills

MS Office Suite: Word, Excel & PowerPoint
Internet Applications

Certification

Essential management skills from International Business Management, Berlin Germany

Work Experience

Oct '20 with Kansai Nerolac Paints as Branch Manager- Pune

Products Managed: Decorative Paints

Team Managed: 10 people

Areas Managed: Pune

Key Result Areas:

- Understanding client requirements and conceptualizing how the range of product offerings can growth company business
- Interfacing with clients for understanding their requirements & suggesting the most viable solutions/products and cultivating relations with them for customer retention & securing repeat business Playing a key role in acquiring, on-boarding and engaging the right set of dealers.
- Maintaining end-to-end dealers relationship focusing on growing and developing existing client base.
- Exploring potential business avenues & managing sales to achieve the business targets; initiating market development efforts and increasing business growth
- Providing support to the Dealers for maintaining & managing the stock in order to avoid delay in supply to the customers; conducting formal & informal dealer meets
- Gathering market & competitor insights and conducting thorough market & trends analysis by tracking Competitors' activities to develop action plans to streamline sales & market initiatives
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Managing the complete key accounts of the converted leads with focus on improving customer satisfaction level
- Coordinating and leading all regular sales meetings with the sales staff and developing & managing a platform to retain customers and seek out new prospective customers
- Monitoring team performance and motivating them to deliver excellence across the assigned regions; coordinating with cross-functional teams and improving market share in the highly competitive region
- Understanding client requirements and conceptualizing how the range of product offerings can grow the company business
- Revived the key Dealers by offering customized schemes.
- Introduced specific schemes to maintain product mix & ASP.
- Inventory management.
- Timely settlement of schemes.
- Account reconciliation.

Highlights:

- Revived the key Dealers by offering customized solutions.
- Introduced specific schemes to maintain product mix & ASP.
- Inventory management.
- Timely settlement of schemes.
- Account reconciliation.

Oct '19 – Sep'20 with Somany Home Innovation Ltd; as Zonal Manager-

North 1 Products Managed: Kitchen Furniture Fittings

Team Managed: 11 people

Areas Managed: Delhi-NCR, Uttar Pradesh, Uttarakhand, Rajasthan

Key Result Areas:

- Defining product/channel marketing strategy, including development of channel marketing activities in accordance with overall business goals and objectives
- Interfacing with clients for understanding their requirements & suggesting the most viable solutions/products and cultivating relations with them for customer retention & securing repeat business Playing a key role in acquiring, on-boarding and engaging the right set of distributors
- Maintaining end-to-end distributor relationship focusing on growing and developing existing clientbase
- Exploring potential business avenues & managing sales to achieve the business targets; initiating market development efforts and increasing business growth

- Gathering market & competitor insights and conducting thorough market & trends analysis by tracking competitors' activities to develop action plans to streamline sales & market initiatives
- Expanding Business by identifying & entering New Geographies and enhancing productivity in existing markets
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Managing the complete key accounts of the converted leads with focus on improving customer satisfaction level
- Coordinating and leading all regular sales meetings with the sales staff and developing & managing a platform to retain customers and seek out new prospective customers
- Monitoring team performance and motivating them to deliver excellence across the assigned regions; coordinating with cross-functional teams and improving market share in the highly competitive region

Highlights:

- Successfully launched kitchen Furniture Fitting in assigned territory
- Appointed 11 Distributors in 2 months in assigned territory
- Established network of 50 Dealers to achieve secondary sales

Oct '14 – Oct'19 Jubilant Agri & Consumer Products Ltd. as Branch Manager

Areas Managed: Delhi/Haryana

Product Managed: Wood Finish Division

Highlights:

- Promoted as Branch Manager in July 2015; Awarded for Best Branch in value sales for the year 2017-18
- Managed channel sales network in Delhi/Haryana for Wood Finish Division; credited for establishing network of 800 Dealers to achieve sales targets
- Credited for appointment of new distributor and direct dealer network in assigned territory as per norms of the company
- Designed the secondary and territory sales scheme as per budget for the assigned territory
- Organized contractor and carpenter meets in the assigned territory on regular basis for increase in the sales of the product.

Sep'13- Oct'14 Sonar Industries Ltd. as Business Development Manager

Area Managed: West UP

Highlights:

- Re- established the distributor and dealer network which led to increase in profitability

Dec'09 - Sep'13: Greenlam Industries Ltd. as Product Head

Areas Managed: West UP. & Uttarakhand

Highlights:

- Played a key role in appointing new distributor and dealer network in entire West UP & Uttarakhand as per norms of the company and restart business with few old dealers by settling their accounts.
- Led the process of monitoring a system for quick delivery of products to motivate channel partners.



Previous Experience

Jan'09 – Nov'09 Restile Ceramics Ltd., Delhi as Area Manager

Sep'07 – Dec'08 Havells India Ltd., West UP as Asst. Manager

Aug'06 – July'07 Nitco Ltd., North Delhi as Area Manager

Apr'04 – July'06 Varmora Granito Ltd., North & East Delhi as Area Manager



Education

- **2004:** Post Graduate Diploma in Business Administration (specialization in Marketing) from Graduate School of Business & Administration, Greater NOIDA, affiliated to A.I.M.A., Delhi
- **2000:** B.Sc. in Physics, Chemistry & Mathematics from Kanpur University



Personal Details

Date of Birth: 19th August 1980 **Languages Known:** English and Hindi