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ABHISHEK JAIN

**PROFESSIONAL OVERVIEW**

A dynamic professional with 10 years rich experience in Sales, Business Development, Corporate Sales, HoReCa Distribution, Marketing, Product Promotion in FMCG & Dairy Sector. Ambitious and keen to achieve business growth objectives in highly competitive environments. Excellent interpersonal communication & organizational skills with proven abilities leading motivated teams towards achieving organizational goals.

**CURRENT STATUS**

Currently working in “**Sarjena Foods Pvt. Ltd**”. (Baker Street) as “**Regional Sales Manager**” at West U.P Area From June ,2013 to present.

**Company Profile**

**Sarjena Foods Pvt. Ltd**. is an ISO 22000 - 2005 certified company, and are manufacturers and exporters of a variety of Indian KHARIS, NAN KHATAIS, EGGLESS CAKES RUSK, COOKIES & TOASTS.Today it occupies considerable shelf space and Brand equity among the top class Brands in leading Super Markets, Hyper markets and the Retail Stores in India. From Tea-Time, Snack-Time, Idle-Time or any Time BAKER STREET has presented the traditional Indian Khari as a SNACK which can be relished in India as well as the USA, CANADA, U K., AUSTRALIA, THE MIDDLE EAST AND THE FAR EAST.

**JOB PROFILE**

* Appointing and Handling Distributor.
* Handling the Modern Trade & HoReCa Sales
* Monitoring sales trends, and tracking competitor’s strategies in the area.
* Managing the marketing operations for promoting product and accountable for achieving business goals and increase sales growth.

**ACHIEVEMENT**

* Successfully launch the areas- – Ghaziabad,Meerut,Modinagar,Muzaffarnagar,Saharanpur (Part of west U.P).
* 100 % Annual Target Achievement for 2013 & give 120% growth.
* Handling of 13 distributors network of 2 crore turnover annually.

**PRIOR WORK EXPERIENCE**

Worked with “Gopal Jee Dairy Foods Pvt Ltd” as a “Dyp. Zonal Business Manager” at Delhi NCR & West U.P (March 2012 to May 2013). In T-20 Product Div.

**ACHIEVEMENT :-**  Get Achievement Certificate-“Achiever of the Month-Aug-2012” to get highest volume in the west U.P territory in “Gopal Jee Dairy Foods Pvt Ltd.”

**JOB PROFILE**

* Monitoring sales trends, and tracking competitor’s strategies in the area.
* Managing the marketing operations for promoting product and accountable for achieving business goals and increase sales growth.
* Coaching, Selection, Training, Supervision & development of all Distributors, their representatives working for the company in the territory.
* Appointing and Handling Distributor.
* Handling the Modern Trade & HoReCa Sales.

**PRIOR WORK EXPERIENCE**

Worked with “Varun Beverages Ltd.” a FOBO of PEPSI as “Area Development Manager” at Ghaziabad.

**ACHIEVEMENT**

* Successfully Launched "Nimbooz" in Meerut Dist with 100 % penetration.
* Successfully implementation the O.B.S (Order booking system) from Ready Stock in “Varun Beverages Ltd. (PEPSI)”.
* Achieve Market share & get Incentive as "KBC Visit at Mumbai".

**WORKING EXPERIENCE**

**Organization :-** VARUN BEVERAGES LTD. (PEPSICO)

**Designation :- “**Customer Executive”

**Duration :** 10April 2007 – 25 March 2010

**Designation:- “**Area Development Manager”

**Duration :- 26** March 2010 to 26 Feb 2012

**Company Profile:** VARUN BEVERAGES is the biggest Bottler for **PEPSICO**, and flagship company of 1200 Crore RKJ group. Company is having Marketing rights of all PEPSI brands in Northern and Central India along with Goa and Nepal. The group has brands like Cream Bell, Pizza Hut,Costa Coffee etc under its umbrella.

**JOB PROFILE**

* Monitoring sales trends, and tracking competitor’s strategies in the area.
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**RESPONSIBILITIES**

***Increase Sales Volume****:* Assessing sales volume- outlining the issues and developing strategy to enhance the total sales. Analyzing the trends of consumption pattern in the area and response from the retailers on different promotion and feeding the data to develop the Market.

***Volume:* Achieve** Targets of pack & flavors

***Market share:***Achieve Market Share by Area/Town/Route.

***Distribution:***

* Every BSD/CSD A/c should Carry All Flavors & Packs as per plan
* New BSD A/C By MARKET as per plan
* New Distributors / Replacement as per plan
* Cracking CCX Monopolies as per plan

**PRIOR WORK EXPERIENCE: -**

Experience in Liberty Footwear Ltd, Karnal (H.R) in “Institutional Department” (Safety Shoes) as a “Territory Incharge” from 11 Jan 2003 to 25, March 2007

**RESPONSIBILITIES:**

* Handling the Sales Promotions.
* The responsibility of Customer care.
* Appointing & handling distributors.
* Communicate with Production Dept.
* Take Orders from Distributors and make order ready
* Dispatch the material as per given date.

**SUMMER TRAINING**

**Company** : Liberty Footwear Karnal (Haryana)

**Project**  : “Consumer Behavior of Corporate customer of Liberty

Footwear, Warrior Shoes (Safety Shoes)

**Place** : KARNAL (HR)

**Duration** : 8 Weeks (May to June 2001)

**EDUCATION**

* **PGDBM** from “Center For Management Development” **(CMD),** Modinagar with “**Marketing”** as specialization. (2000-2002).
* **GRADUATION** from C.C.S University with PCM Group (1996-1999).

**IT SKILLS**

Good working knowledge of MS – Applications and Internet savvy.

**PERSONEL INFORMATION**

Date of Birth : 12TH Jan 1980

Father’s Name : Sh. Ramesh Chand Jain.

Present Address : H.No- 70/71, Jeevan Vihar, Shastri Nagar,Ghaziabad (U.P)

Permanent Address : Sh. R.C.Jain,H.No-8/1133,Jain Bagh Saharanpur (U.P)

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DATE :- (ABHISHEK JAIN)