CURRICULUM VITAE

VINAY KAUL

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Career Objective:

To be a part of a reputed organization which provides steady career growth and job satisfaction, challenge and use my potential for the success of the organization.

Professional commitment to perform multi-disciplined assignments that are focused on maximizing profitable sales and growth in sales volume. Knowledge and experience of Channel and Institutional Sales, Managing Dealers & Distribution Network, Franchisee Handling Development and Training.

M/s Havells India LTD. (With Lighting and REO Division) From July 2015 –

currently working

Working as Senior Manager Sales (Based at Noida Covering West Up,)

Worked in different Divisons with Havells i.e SDA' Reo Div' Consumer Lighting and corporate Gifting.

Presently handling consumer lighting division as product head for western up.

Job Profile:

- Managing, Distributors, Galaxies, Direct Dealers Sales Team including 6 Assent Managers, deputy managers, to achieve primary and secondary target through proper planning and coordination.
- Focused approach on increasing market share through increasing number of Premium Dealer and Distribution.
- Opening New Towns and Direct Dealers.
- Ordering and Co-ordination with Supply Chain.
- Commercial Department.
- Customer care and relationship development.
- Launching of New SQES in Lighting and Reo switches.
- Imparting Sales training to the sales force indoor and outdoor.
- Implementation of DMS system.
- Handling a Team of 30 Salesperson which includes 6 Assent managers.
- Appointed all distributors between 50k towns of urban distribution.
- Implementation of more app for smooth operation of coverage.
- Handling urban market.

Highlights

Initiated development of effective distribution strategy to penetrate deep across different markets

- Appointed Additional Distributors across urban market of western up.
- Handling Approx. 4 crores to 5crores Business per Month.
- It helps us to achieve branch target of western up every month.

PREVIOUS STATUS

M/s Ruchi Soya Industries LTD. (With the Brand Nutrela) From Oct 2012 – June 2015.

Working as Area Sales Manager (Based at Delhi, Uttaranchal, West UP, NCR,)

Job Profile:

- Managing 4 C & F, Distributors, Sales Team including 3 TSMs, SOs, Cr & Sr to achieve primary and secondary target through proper planning and co-ordination.
- Focused approach on increasing market share through increasing number of Premium Dealer and Distribution.
- Opening New Towns and super Distribution.
- Ordering and Co-ordination with Supply Chain.
- Commercial Department.
- Customer care and relationship development.
- Launching of new Products in the market i.e., NTS and MTS and Instant soya chunks.
- •Imparting Sales training to the sales force indoor and outdoor.
- Handling GT.
- Handling a Team of 50 Salesperson which included Three TSM.

Highlights:

- Initiated development of effective distribution strategy to penetrate deep across different markets in Delhi, Uttaranchal and West Up.
- Appointed Additional 15 Super stockiest across my Region.
- Established average of 10 SKU of 'Nutrela Brand' available in Delhi, West UP, NCR.
- Handling a Business of 3.50 Cr. of Nutrela per month which includes Oil, TSP, NTS &MTS.

M/s CAPITAL FOODS LTD (With the Brand Name Chings, Smith and Jones) From Jan 2008 – Sep 2012

Working as a Regional Sales Manager (U.P., Uttaranchal, Haryana, Delhi and Rajasthan) Job Profile:

- Managing super stockiest, Distributors, Sales team including ASMs, SOs & JSOs to achieve primary and secondary target through proper planning and co-ordination.
- Focused approach on increasing market share through increasing number of Premium Dealer.
- Ordering and Co-ordination with Supply Depot.
- Handling general trade of UP, Uttranchal and Rajasthan.

- Launching of new Products in the market.
- Imparting Sales training to the sales force.
- Handling Modern Trade i.e., Big Bazar, in UP, Uttaranchal and Haryana.

Highlights:

- Initiated development of effective distribution strategy to penetrate deep across different markets in UP, Uttaranchal and Haryana.
- Appointed 12 Super stockiest across my Region.
- Established average of 10 SKU of Chings, Smith and Jones brand in about 30 Modern retail outlets.

M/s G.D. Foods Mfg. (I) Pvt. Ltd. (With the Brand Name Tops) May 2004 – Dec 2007

Worked as Dy. Regional Sales Manager (U.P, Uttranchal, Rajasthan)Job

Profile:

- Managing Super stockists, Distributors, Sales team of 45 persons including ASMs, SOs & JSOs to achieve primary and secondary target through proper planning and co-ordination.
- Focused approach on increasing market share through increasing number of Premium Dealer.
- Orderingand Co-ordination with Supply Depot.
- Customer care and relationship development.
- Handling General Trade of UP, Uttranchal and Rajasthan.

Highlights:

- Successfully developed a high-performance Sales team able to establish and meet challenging targets at an average of 1.50 crores per month against an average of .80 crores.
- Involved in Re-structuring of the sales and distribution operations, to improve efficiency & control.
 Despite of bifurcating the area of 10 Superstockist to 20 Superstockist increased the sales per Superstockist.
- Focus on sku selling yielded average 25 sku per outlet against 15 per outlet before my leadership.

Wrigley India Private Limited Dec. 1997 - April. 2004

Global confectionery giants with highest market-share worldwide for Chewing gums. Worked as **Area Sales Executive** responsible for managing i.e. Rajasthan and Uttar Pradesh. **Undertook a special assignment to re-launch Wrigley's chewingum in the city of Kolkata**. Managed a team of 7 salespeople and was reporting to Regional Sales Manager.

Job Profile:

- Managing sales team to achieve pre-determined target through proper planning and coordination.
- Planning and executing strategies for launching new products.
- Distribution and merchandising of Wrigley products for Northern India region.
- Recruiting & Motivating Distributors, Officers and Salesman.

- Imparting sales training to the Field force & sales force.
- Customer care and relationship development.
- Areas worked- Kolkata, Delhi, U.P. and Rajasthan.

Highlights:

- Created network from scratch in Rajasthan, U.P.
- Increased sales volume by 100% in the first six months.
- Increased distribution network by 30% in U.P. and Rajasthan.
- More than 90% placement of Wrigleys Chewingum in Colleges/Petrol Pumps.

D.C.W. Home Products Ltd. Feb. 1993 - Dec. 1997

- Worked with D.C.W. Home Products Ltd. One of the leading companies in home products with Brand name "Captain Cook" as sales executive.
- Job Profile included Launching of the product.
- Distributor appointment and recruitment of sales staff.
- Imparting sales training to the field force.
- Area worked Delhi. U.P. Haryana.

M/S J.V. Electronics Ltd. May 1990 - January 1993

- Worked with M/s J.V. Electronics as a sales officer manufacturing Mica Capacitors.
- Supplying and distribution feedback to management, invoicing and dispatch

Academic Qualification:

- Postgraduate in Sales and Marketing from Management Promotion Institute New Delhi.
- •Commerce Graduate from Kashmir University.

(VINAY KAUL)