



# KETAN SHRIMALI

## Area Sales Manager

### CONTACT

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- Location: Thane West

### HIGHEST QUALIFICATION

- MBA – Pune University (2013–2015)

### SKILLS

- Channel & Distribution Management
- Go-to-Market (GTM) Execution & Market Expansion
- Trade & Consumer Promotion Planning
- Team Leadership & Field Force Development
- Retail Visibility & Activation Strategy
- Sales Data Analysis (Excel, DMS, CRM tools)
- Negotiation & Stakeholder Management
- Route-to-Market Strategy Implementation
- Market Intelligence & Competitive Analysis

### PROFESSIONAL SUMMARY

Versatile professional with 10+ years of experience in FMCG, beverages, telecom, and consumer durables. Skilled in GTM rollouts, distributor expansion, retail visibility, trade activation, and leadership. Proven record of driving market growth and achieving performance targets.

### WORK EXPERIENCE

#### A) Cavinkare Pvt Ltd

##### Area Sales Manager (Mumbai) | Apr 2025 – Present

- Led GTM expansion across GT and HoReCa channels for Mumbai and Mumbai Upcountry
- Managed 28 distributors and 50+ field staff.
- Executed visibility campaigns aligned with marketing.

#### B) VBL PepsiCo

##### Area Sales Manager (Rest of Maharashtra ) Promoted | July 2024 – Mar 2025

- Handled ₹50 Cr business with 30+ distributors.
- Launched trade campaigns and peak season offers.
- Highest Growth of 65% over last year in ROM territory

##### Area Sales Executive ( Mumbai) Promoted | (Jan'2023- June'2024)

- Improved outlet coverage by 25% through GTM correction and route optimization.
- Drove 20% volume growth via targeted market activation and CE focus.

## ACHIEVEMENTS

- Achieved highest sales growth for two consecutive quarters (FY 2023–24) as ASM – *Rest of Maharashtra TTY, VBL PepsiCo*
- First Mumbai TTY CE promoted to Area Sales Executive under VBL's high-performance upliftment program (2023)
- SwagStar Award Winner (2021) – for outstanding brand execution and field leadership
- Best Employee Award – *VBL PepsiCo*, awarded in both 2020 and 2022 for exceptional performance
- Supernova Award – Vodafone (2017) for surpassing sales benchmarks.
- Best TSM – Maharashtra (2016) – recognized for record-breaking territory performance at Vodafone
- Led college to victories in *Adzilla* (Sinhgad Karandak) and *Brandslam* (Pune University) as Captain – 2014

## LANGUAGES

- English – Fluent
- Hindi – Fluent
- Marathi – Fluent
- Gujarati – Intermediate

### Senior Customer Executive (Mumbai) | (Feb'2019- Dec'2022)

- Handled salesmen across Thane & Central Mumbai with 100% target delivery
- Improved outlet productivity by 18% via better route discipline
- Drove +20% growth in core SKUs through market execution
- Recognized with Best Employee awards.

### C) Lava International

#### Distribution Manager (Mumbai) | Mar 2018 – Dec 2018

- Drove retail expansion and team KPIs.
- Strengthened distribution efficiency

### D) Vodafone India

#### Territory Sales Manager (Nashik) | Mar 2015 – Feb 2018

- Expanded channel and achieved market leadership in Nashik.
- Ranked top TSM with multiple awards in Maharashtra Circle.