RAKESH KUMAR

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**OBJECTIVE**

Seeking assignments in Sales & Marketing/ Business Development/ Channel Management

With an organization of repute

**SUMMARY OF SKILLS AND EXPERIENCE**

* Over 18 years of experience in sales with companies like **Tanisq Agriscience Ltd, Indo Gulf Fertilizer,ABG Group** ,**Gionee Smart Phone**,**Unitech Wireless (T) Pvt. Ltd(Gujarat),Idea cellular Ltd(Gujarat), PepsiCo India Holdings Pvt. Ltd. (Western U.P.), Dabur India ltd. (Delhi NCR), Surya food &Agro ltd. (Priyagold Biscuits) (Delhi).**
* Previously designated as **Zonal Sales Manager** with **Gionee Smart Phones in Telecom Handset Industry.**
* Extensive experience in establishing dealer, extending distributor network and promoting the products in a highly competitive and dynamic market conditions.
* Hands on experience in managing & leading sales functions, achieving sales targets.
* Recruiting, training and leading the distributor sales team to achieve the volume target objectives.
* An effective communicator with excellent team management and motivational skills.

**AREAS OF EXPERTISE**

#### Sales

* Proactively conduct market mapping and analysis to keep the marketing team informed about

Market trends and competitors moves to achieve market share metrics.

* Handle customer endorsement planning to ensure maximum outdoor and in-shop visibility of

The brand.

* Identify key/ prospective clients/channel, exploring new markets & tapping profitable business

Opportunities.

#### Distribution/ Channel Management

* Evaluate performance and monitor distributor sales through target setting & reviewing

Measures.

* Ensure high counter shares in the market by managing the trade effectively by designing and

Implementing innovative sales schemes.

* Maintain Trade hygiene, Keep a strong eye on infiltration.

#### Team Management

* Mentor, motivate and guide a team ensuring optimum performance.
* Monitor competency grids and identify training needs for skill/competency up-gradation.

**ORGANISATIONAL EXPERIENCE**

**Sep -18 till date with Divaram Agro Trade Services**

I’m working as Branch Manager at DATS, Ahmadabad, Gujarat.

We are CSA of Tanisq AgriScience, Delhi & Indo Gulf Fertilizer, Aditya Birla Group.

**Key Responsibilities.**

My Key Responsibility is manage Sales Channel of Gujarat- Trade & Institutional.

Active Delear of Tanisq on which we are working is 140.

Building Dealer network & driving volumes through them.

Product build up both Upcoming & existing through Sales Team(FA) & Consultants.

Working 360 degree for Establishing new technical’s(Product) with End Customers-FA-Dealer-Consultants

With help of Meetings, Field Trials, Local Engagement with affluent Locals.

Working parallel with Gov Department for Promotion of our Product.

**Additional Responsibilities.**

Logistics Channel & Day to Day operation management For CFA Operation.

Book/Stock keeping of Warehouse & managing Pilferage.

**Achievement**

Build up the Image of Tanisq Agriscience & revamp the Sales to 5 cr(in 2019-20) which was halted from last 2 yrs by weeding out dissatisfaction in existing Dealer Network & build new one simultaneously.

Successfully launch new Product with substantial business volume.

Launch **Indo Gulf Fertilizer(ABG)** in Gujarat from Scratch.

Build up there Sales Force Dealer Network & Introduce there Product in Market with minimum support from Company.

Establish **Manav Agro** in Production & Operation in Gujarat.

**May 18-Aug 18 with NYUTECH Services( INOYO Mobile)**

I’m working as State Head for InoyoMobile.

**Job Profile-Key Responsibilities.**

My key Responsibility here is to Establish the Brand in Gujarat Market in Mobile & Led TV Segment.

Establishing Distribution Network across Gujarat.

Establishing Service Center across Gujarat.

Manpower Recruitment & Effective productivity from team.

**July 16 to March 18: with Gionee Smart Phone.**

I’m working as ZSM in Gionee taking care of North Gujarat& Gandhinagar.

**Job Profile-Key Responsibilities.**

Managing Market Share & Business Profitability in assigned area.

New Product Launch, RDS & Retailer Engagement.

Effective coordination with Service(ASC) & Distribution Channel (RDS & Retailer).

Distribution Effectiveness in Width of Distribution & Depth of Distribution.

Key Account Management (Managing Counter Share).

**Achievement**

Created the Distribution network in North Gujarat having 2 RDS in major District & Total 8 RDS in NG.

Appointed 3 Micro Distributors for in Depth Coverage.

Manage a Team of 1 ASM, 12 TSM (Direct Report) & 40 GSC (Indirect Repot), 24 AGSC (Indirect Report).

This help to drive Tertiary of 100 Phone daily which converts in 3.5Cr Business Monthly.

Outdoor Activity with AGSC Team, Generated a lot of word of mouth Publicity & Business.

**Oct 14 to June 16: Panasonic Handset**

I worked as Area Sales Manager in Panasonic Smart Phones, Jaina Marketing & Associates.

Job Profile

Development of Distribution Channel in North Gujarat i.e, 5 Districts.

Optimum service level to POS through FOS.

Increasing Width & depth of Distribution.

Planning of Town Level Distribution for in-depth reach of our Products.

In shop Promotion of our Brand with POP & Visual Merchandising.

Monitoring In shop Promoter to gain Counter Share vis-à-vis Market Share.

Training & Motivating my Team to achieve Company Objective.

**Achievement**

Appointed 5 Distributor who are generating 70 Lakh of Revenue in 3 months.

Increase WOD(retailers) to 130 which results in sharp growth.

Penetration of Smart Phone in rural market.

**Mar. 11 to Sep. 14 Unitech Wireless Tamilnadu Pvt. Ltd.**

I worked with Uninor in Prepaid Sales as Assistance Manager, Gujarat.

**Job Profile**

Responsible for Distribution Setup in Patan District, Smooth functioning of Distributor, Managing their ROI,

Managing Key Outlet to get CMS & RMS.

Brand Promotion through canopy/Van activity to reach End consumer.

Micro Level planning of Top 50 POS on major KPI.

Managing Trade Scheme to get Quality Net Add.

**Achievement**

Built up the Business of Uninor from scratch, commanding 23% CMS & Generating 65Lac/month of revenue.

Set up Distribution network in Patan & Banaskatha.

Drive Brand sale through 460 Retail Outlet to achieve sales Target.

Achieved 90% Pos as Recharging Outlet & 60% Pos as Activating Outlet.

Average site utilization of my Area is 120%.

Patan as a Mini Cluster wise first few to reached EBITA.

Ranked in Top 3 in Circle Contest for 6 months.

**Sep.08 to Feb 11, with Idea Cellular Ltd.**

Worked with Idea Cellular Ltd at Ahmadabad, Gujarat. Leading 2 distributors, generating GR of 52 Lac /month.

## Job Profile

Responsible for Distributor management, Primary & Secondary Sales, claim preparation distributor wise.

Accountable for Channel sales, Retail operations as business operations.

Monitor performance of dealers and their sales team on various parameters.

Increasing Distribution coverage for Revenue & Activation growth.

Effective use of POP, one sheet on actual sale point.

Do various activities for quality acquisitions for higher revenue & network logging.

**Oct. 2005 to Aug 08,: with PepsiCo India Holdings Pvt. Ltd.**

Worked with **PepsiCo India Holdings Pvt. Ltd.** at **Moradabad.**

Leading 12 distributors/32 Sub distributors, generating a business turnover of **Rs7.5 Crore.**

## Job Profile

Responsible for Primary & Secondary Sales distributor wise.

Credit & Inventory control of my Stockiest.

Increase visibility & Presence of product via Merchandising & Retailing.

Launching of Promotional schemes and New Product Introduction.

## Achievements

Successfully utilized GIS data to improve rural penetration in process created sub-distributor model in Moradabad up-country, which resulted in 22% Volume growth.

**Sep.2003 to Sep.2005, with Dabur India Limited, Delhi NCR.**

**Dabur India ltd** is true Indian MNC who is leader in health care & posses no 1 in personal care.

Leading 6 distributors/3sub distributor & 4 counter stockiest, handling a turnover of 1.32 cores p.a.

## Job Profile

Planning Primary & Secondary Sales distributor wise on quarterly basis.

Planning Territory wise coverage focusing on retailing

Achieving sales target, tracking daily achievement of sales Team, advance order from distributor for better control

## Achievements

Increased Placed RC 26% in Gurgaon & 50% in Faridabad with the help of in-depth coverage.

Successfully manage Diamond Rc project which Contribute 33% of sale in my territory.

Winner of best Health camp, which is organize at Palwal & attract 224 footfalls for check up.

Increase the market in Mewat region by 20%.

**March 1999 to Aug. 2003 in Surya food & Agro ltd as Sales officer** Surya food is the fastest growing FMCG company in its sector. The company is into widest range of Biscuits manufacturing.

Execute channel partner sales model through RS appointment. Target Prospective markets and business generation with demand and supply analysis. Administration of RS and salesmen.

**Achievements**

Successful in setting up sales & distribution networks and operations in East & North Delhi.

Handling a Team of 7 sales representative, tracking there daily sales /reporting.

**PROFESSIONAL QUALIFICATION**

* Bachelor of Science from Magadh University in 1996.

**PERSONAL DETAILS**

* Date of Birth: April 30th, 1975.

**Address: Present**-

Tivoli, I- 1101,

Godrej Garden City

Gota, Ahmadabad

Gujarat.

**Rakesh Kumar**