

Tushar Sharma

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Objective

Contribute to the business growth using my industry expertise, function knowledge, ability to plan & execute effectively. Team handling skills over and above these helps to achieve business objectives in collaborative manner.

Professional Experience and Abilities

Total Work Experience: 9 Years 10 months

Organization: Zydus Wellness Products Limited (Feb 2021 – Present) 15 months

Sr. Manager Customer Marketing (National Role) – (Feb 2021 – Present)

- Handling a portfolio of 530 Cr+ which includes Skin Category & Food Services.
- Taking care of category captain brands - Nycil & Everyuth (Skin Category of size 360 Cr) and Nutralite (Food Services of size 170 Cr)
- Responsible for driving business month on month which includes designing brand activations to achieve defined KPIs & getting relevant stakeholders aligned with the proposed outcomes of the activity.
- Prepare projected trade and non-trade spends along with the proposal, to facilitate SLT in decision making.
- Plan for merchandising & branding activities for enhanced shopper experience & getting it executed till last mile.
- Driving different trade programs for different retail environments.
- Manage vendors for timely execution of merchandising activities.
- Collaborate with agencies & sales team for smooth on-ground execution of activations such that complete objective of the activity is met & results are measured against KPIs.
- Create RTM for new launches by bench marking related categories in conjugation with market research data.
- Creating incentive programs constructs for GT, MT, ECOM, Foods & ISC teams.
- Immaculate provisioning of spends to keep check on planned vs actual spends.
- Hands on experience on '*Nielsen Answers Module*' which helps in problem identification & sharp shoot planning.

Organization: Cipla Health Limited (June 2018- Jan 2021)

Sr. Manager Trade Marketing (National Role) - (Oct 2019 – Jan 2022) 16 months

- Handling a brand portfolio of 150 Cr+.
- Responsible for finalising AOP and spends planning.
- Managing field force incentive structure and pay-outs for all channels.
- Responsible for
 - o NRT category business: handled **Nicotex & Nicogum** from Aug'19 till Jan'21.
 - o VMS brand: Launched in Jan'20, planned GTM and business for **Maxirich**

- Antifungal brand: Launched in April'20, planned GTM & business for **Clocip**
- **Nicotex growing by 19%** with ~85% market share in NRT category & **ND increased by 4%**. Executed various drives nationally & regionally, planned and implemented trade offers, channel incentive, etc.
- Managing trade schemes eventually reducing cost to serve by more than 40%.
- Seamless interaction and coordination with other teams like commercial, business finance, marketing, supply chain, procurement & sales to ensure collective success of the project.

Manager Trade Marketing (National role) – (June 2018 – Sep 2019) 16 months

- Handled a brand portfolio of 30Cr+
- Responsible for
 - Cough & Cold category brand: Cofsils (Medicated Sore Throat Lozenges and extensions) from Jun-18 to Jul-19.
- Initiated and executed various secondary drives nationally, planned and executed trade offers end to end which resulting in **annual growth of 27% and increase in Market Share by 4.8%**.
- Expanded Generics trade network which led to increase in indirect sales, **resulting in spike of Numeric Distribution by 32%** (chemists).
- Prepared GTM, organised launch & training meetings PAN India for new products.
- **New Initiatives:**
 - Developed **CHL Anmol android app** in association with Paytm, a first of its kind in the industry for retailer engagement & incentivization.
 - Planned & implemented CHL's first wholesale program "**Bandhan**".
- Was part of the team which won **Economic Times Healthcare Brand of the Year 2019** for Cofsils.
- Received various awards & recognition for driving business.

Organization: Wipro Consumer Care and Lighting (July 2014- May 2018)

Area Manager – Delhi (May 2017 – May 2018) 13 months

- Driving sales and distribution of WCC products in **General Trade**, which includes chemist, cosmetic and confectionary channel for Delhi
- Handling 30 direct stockists with a **team of 5 Sales Executives**.
- Growth maintained in **Santoor, Santoor White, Chandrika, Santoor Glycerine, Glucovita Bolts, Safewash, Handwash, LED**.
- **Appointing new distributors** to improve coverage.
- **Defining targets** for team and stockists.
- Planning and **running incentive schemes** for team and ensure that maximum team members earn incentive
- Driving **BTL activities** in Delhi.
- Handled **new launches**
- Quick resolution of problems that are win- win for company and business partners
- Prompt examining and **clearance of claims and damage** stock to build confidence among stockists.
- Observing, updating competitor initiatives.

Area Manager – Haryana (June 2015 – April 2017) 23 months

- Driving sales and distribution of Wipro Consumer Care products in **General Trade, Chemist and Cosmetic channel** for Haryana.
- Ensuring strengthening and expansion of infrastructure comprising of **3 Super stockist, 26 Direct distributors, 4 Pharma stockist and 3 Sales Officers** directly reporting to me.

- Grown Santoor handwash with **more than 50% YoY**, in Glucovita with more than **70%**, in LED bulbs with **more than 90%**.
- Achieved **ever highest Safewash number** (tons) ever done by Haryana.
- Ensure effective execution of sales schemes and programs, product launches and promotions. Handling various merchandizing and visibility activities.
- Expansion by adding new stockist in upcountry and extensive coverage by Van routes.
- Prompt examining and clearance of claims and damage stock to build confidence among stockists.
- Prompt handling of people related issues, devising incentive plan for SSMs and monitoring the same.
- Observing, updating competitor initiatives.

Management Trainee – Hyderabad, Hubli, Ahmedabad (June 2014 – May 2015) 12 months

Hyderabad Stint- Delivered 21% GOLY, ensured high productivity of 80%, increased TLS from avg of 1.4 to 3.2

Hubli Stint- Handled four districts. Delivered value GOLY of 270% to the zone. Delivered GOLY to all brands viz. Santoor White by 254%, Chandrika by 96%, Santoor Body Lotion by 97%, Santoor Handwash by 120%. Increased the distribution channel by 275% and increased town coverage by 350%. Setting up and implementing processes to streamline and provide sustainability to the business.

Research Project stint: Co-analysed the business project with **Boston Consulting Group** in Andhra Pradesh & Telangana.

Ahmedabad Stint- Involved in the role of monitoring and implementation of WCC's online billing, SSM's handheld device and other promotional activities.

Organization: Accenture Services Pvt. Ltd. (July 2010 – May 2012)

Sr. Software Engineer – (Sep 2011 – May 2012) 9 months

- Manage monthly releases.
- Mentored 3 software engineers.
- Vigil reviews for 'no-defect release' thus ensuring zero impact to live business.
- Received '**Innovation Award**' for bringing process improvement.

Software Engineer – (July 2010 – August 2011) - 14months

- Involved in enhancement project that required coding in Java, Javascript, HTML, SQL for front-end interface.
- Handled critical situations and worked in team and maximized team's performance.
- 'Star performer' for handling multiple deliverables on time.

Internships

Organisation: Bharat Petroleum Corp. Ltd. (April 2013 - May 2013)

- Understanding and identifying customer perception towards different OMCs and branded fuels.
- Analyzing market opportunities for higher Octane petrol.
- Developing a **new product '93.5 Hi-Octane'** petrol and position it among customer segment.
- Suggest promotion strategies for the new product.

Industrial Training

Organisation: Centre for Development of Advance Computing

- 6 week industrial training on Ethical Hacking

Organisation: Zyduz Wellness Products Limited

- Shopper Centric Category Management Workshop (Nielsen IQ)

Academic Qualification

Degree	College	Year	Percentage
P.G.D.M	T. A. Pai Management Institute, Manipal	2014	72.2
B.Tech (Comp. Sci)	Jaypee University of Engineering & Technology	2010	87
H.S.C (Science)	St. Xavier's, Jaipur	2006	80.6
S.S.C	Tagore Public School, Jaipur	2004	91

Extra-Curricular Activities

Brandscan

- Project Committee Member of India's largest market research fair- Brandscan.

Published article 'Leveraging Automation at Fuelling Stations' at online forum.

Personal Information

Father's Name: Mr. S C Sharma

Marital Status: Married

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