

# Mukul Suthar

Rakampura, Post - Bedwas , Tehsil Girwa , Udaipur Rajasthan  
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## Objective

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Creating a niche for myself in the field of Marketing and Sales by making my way up in the challenging work settings, regular self-appraisal, updating of skill sets and aligning personal objectives with the vision of the organisation.

## Experience

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- Key Account Manager, Ahmedabad.** Sep 2022 - Present  
Zomato Hyperpure  
HORECA B2B sales  
Dealing with clients in Dairy , Fruits and vegetable, Groceries , Sauces and seasoning , Poultry, Packaging Material, Ready to Serve , Ready to cook , etc .  
- Handling Portfolio of 350+ Restaurants , Caterers, Hotels and Vendors contributing 65 Lakhs/Month GMB  
60+ Key Accounts - Client Relationship & Account Management  
- Cross selling & Up selling through consultative sales  
- Penetration in assigned sub zones through New Customer Acquisition  
- Understanding Client requirement and aligning Internal Team to deliver the best experience - Customer retention & growth through long term relationships & service.  
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.  
- Created Growth Strategy to target Team Targets, Monthly Margin Improvement.  
- Developed thorough Meeting & Understanding key clients' needs and requirements to prepare customized solutions.  
- Negotiated and maintained cost-effective contract pricing structures with vendors to produce positive return on investment.  
Worked in cross-functional team-building activities
- Business Analyst, Online ordering , Udaipur** April 2021 - Sep 2022  
Zomato  
Handling a restaurant base of 150+ for online ordering and Dine in business in Udaipur.  
- Data driven logical analysis for client's business growth in terms of Gross growth in Delivery business and Dine in business.  
- Client Relationship including feedback system which includes monitoring and close coordination with the client.  
- Getting clients onboard for paid promotion [ads], loyalty programmes which entails methodical convincing of clients including interpretation of facts and figures.  
- Tracking competition closely and taking necessary actions gain Market Share.  
- Exploring opportunities in the market for the purpose on business growth. (Onboarding City ledgendory clients, launching new areas.)  
- Nagotiation with clients interms of pulling commission or discounts for the benifit of Client and Company both.  
- invoicing , Listing Handling for clients.
- Account Manager** July 2020 - March 2021  
Zomato  
Account Manager ( City Team)  
- Handling a restaurant base of 250 for online platform in Udaipur, Banswara, Chittorgarh.  
- Acting as One Point Facilitation and managing end-to-end client relationship including pitching, negotiation, contracting, billing/ invoicing, and payment collection, result tracking and troubleshooting.  
- Conducting awareness drives for clients on various growth related products with positive outcomes  
- During Covid -19 was part of the successful launch of "Zomato Market" in Udaipur and Chittorgarh.  
- Have handled dealers of some well known brands like [ Amul, Tata Consumer products , Xotic Beverages, Nevvia, ] for selling their products on Zomato Market [ Groceries Vertical ].  
- Identifying new markets / localities where business can be grown and launching those localities.  
- Revenue generation to company in terms of selling Ads to restaurant partners.
- Sales Manager ( Launch Team)** Jan 2019 - June 2020  
Zomato

1. Launched Chittorgarh and Pushkar city in Rajasthan.
- 2.Ensuring good supply of Restaurants on platform to increase number of orders and Revenue.
3. By handling a team of 5 inters launched Kishangarh, Banswars, Nagaur, Tonk, Sawaimadhopur, Rajsamad, Hanumangarh.
4. Collecting plan of action and EOD reports from team to make sure expected work is completed.
5. Organising Marketing activities in newly launched cities for customer awareness about Zomato. ( Newspaper Ads, Banners, Hordings Etc.)

- **Sales Intern**

May 2018 - July 2018

Volvo Eicher Commercial Vehicles Ltd.

1. Study on factors affecting buying behaviour of 49 ton heavy duty commercial vehicles in Udaipur, chittorgarh and Rajsamand.
2. Lead generation by meeting commercial vehicle fleet owners in market. ( Transport companies, Infrastructure development companies and Marble industry) in Udaipur, Chittorgarh and Rajsamand.
3. Organising Marketing events to educate and explain fleet owners about VECV 49 ton heavy duty products in market

## Education

Course / Degree	School / University	Grade / Score	Year
Post Graduate Diploma in Management	Faculty of Management Studies- Institute of Rural Management , Jaipur		2019
Bachelor's in Business Management	University college of commerce and Management Studies- MLSU, Udaipur		2016
12th in Commerce	St. Patrick's Sr. Sec. School		2013
10th	St. Patrick's Se. Sec School		2011

## Skills

- 1. Business Development. 2. Relationship management. 3. Sales & Marketing / Promotions. 4. Competitor's Analysis. 5. Team Handling. 6. Data driven logical analysis.

## Languages

- English , Hindi, Mewadi.

## Personal Details

- Date of Birth : 16/03/1995
- Marital Status : Married
- Nationality : Indian