

## Academic Qualifications

| Degree           | Stream                   | University/Board | Institute                                  | Year | (%/GPA) |
|------------------|--------------------------|------------------|--|------|---------|
| PGDM             | Marketing and Operations | A.I.C.T.E        | FORE School of Management, New Delhi       | 2018 | 6.81/10 |
| B.Tech           | Automobile               | SRM University   | SRM University. Chennai                    | 2015 | 7.97/10 |
| 12 <sup>th</sup> | Science                  | I.C.S.E.         | Shantilal Nathalal Kansagra School, Rajkot | 2011 | 79.4%   |
| 10 <sup>th</sup> | -                        | I.C.S.E.         | Shantilal Nathalal Kansagra School, Rajkot | 2009 | 81.28%  |

## Work Experience - 4 years 9 months

- Business Development Manager, Oxyzo Financial Services Pvt. Ltd., Ofbusiness, Gujarat (Aug '21 – Present)**
  - Started sales in targeted cluster by establishing and building a customer base in the SMEs polymer segment across Gujarat.
  - Increased customer base by conducting 100+ meetings through references across the FMCG packaging industry.
  - Onboarded 18 new clients and by meeting the directors and the CEOs across the industry.
  - Generated revenue of 8+ Cr and increased share of SME wallet by analyzing SMEs working capital and raw material requirements.
- Area Sales Manager, Varun Beverages Ltd., Gujarat (Feb '20 – May '21)**
  - Managed Primary and Secondary channel sales for 5 districts across Saurashtra region valued at 25 Cr annually.
  - Set and achieved Primary and Secondary monthly sales targets for distributors and executives respectively.
  - Handled an on-roll team of 11 Customer executives, 30 Presales representatives and 18 distributors to drive the growth.
  - Ensured distribution of 17 Brands and 80+ SKUs in multiple TT and SAMT channels.
  - Tracked and analyzed brand/pack sales of 1700+ cases per day and planned stocks accordingly.
  - Managed monthly trade spend of 1 million and implemented schemes accordingly in the retail market.
  - Increased market share by appointing 8 new distributors and 3 new spokes across the territory.
- Sales Manager, Shreeji Sales, Gujarat (Dec '18 – Jan '20)**
  - Managed Primary Sales of diesel engines across Gujarat and Rajasthan territory valued at 2 Cr annually.
  - Prepared annual plan for a growth of 20% on YAGO with minimum budget and expenses for the region.
  - Handled 9 distributors and onboarded 5 new distributors as per the GTM plan.
  - Developed and handled a team of 4 sales executives and 14 channel distributors across the territory.
  - Tracked and analyzed performance of the team and 10+ SKUs and achieved monthly sales targets.
- Area Service Manager, Lava International Ltd., Rajkot (Mar '18 – Dec '18)**
  - Managed field operations of 11 service providers across Saurashtra territory valued at 1.5 Cr annually.
  - Handled 3000 customers/month across the 7 districts with trade satisfaction and customer complaint escalations.
  - Conducted regular audits and process governance at the service providers.
  - Appointed 3 new service providers across the territory and managed relationship with them.
  - Ensured Asset Management by smooth supply chain operational process of DOA, PCBA and other defective parts.
- Supervisor, Orbit Bearings India Pvt Ltd., Rajkot (Jun '15 – Jun '16)**
  - Produced best quality bearings by ensuring safe, reliable and compliant operations for a line of 6 grinding machines.
  - Partnered with finance, operations and sales teams to ensure alignment of the products with the market requirements.

## MBA Summer Internship – Triveni Sarees, Gujarat

- Increase market share through Sales and Marketing (Apr17-May17)**
  - Increased market reach of the Company and Brand through online and offline Marketing.
  - Conducted a Primary Research by evaluating the retailer awareness and preference of Triveni Sarees amongst the retailers.
  - Developed distribution channel by identifying and appointing potential 1 wholesaler and 2 distributors for the organization.

## Achievements and Certifications

- Super Sales Squad** – award winner at Varun Beverages Ltd for best performance across Gujarat. (2021)
- Import Export Management** – Certification of Import Export Management from IIEM. (2018)
- Co-Coordinator S.I.G.M.A** – Marketing committee at FORE School of Management, New Delhi. (2017)
- IIP in Supply Chain and Value Creation** - Certification in Operations at Nanyang Business School, Singapore. (2017)