

# Gaurav Sahu

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## WORK EXPERIENCE:-

- **Industries:** FMCG, IT, Telecom & Consumer Durables
- **Work Experience:** 8 Years

Varun Beverages Ltd. (Ahmedabad)	Marketing Executive	Aug 2021 – Till date
Roles and Responsibilities	<ul style="list-style-type: none"><li>Working as Marketing Executive for partly Gujarat territory [Ahmedabad, North Gujarat &amp; Saurashtra region].</li><li>Handling Installation of Signage &amp; other Merchandising in POS with vendor coordination.</li><li>Handling the core marketing BTL activities like planning and execution of Signage &amp; other Merchandising in POS with vendor coordination of the assigned territories.</li><li>Handling New Product Launches with the help of POSM like Banner, Posters, Table Stand, etc.</li><li>Planning &amp; Execution of monthly drive for the focused brand.</li><li>Assisting sales team in achieving their day-to-day target of CFA &amp; Distributor and help PSR to enroll new outlets.</li><li>Working &amp; Tracking of assigned A&amp;M accounts with respective sales teams.</li><li>Keep an eye on Competitor's new launch and Scheme driven by them in territory like LRB, CSD, etc.</li><li>Data update and analysis for the unit regarding marketing activities.</li></ul>	

Vikram Tea Processor Pvt.Ltd. (Vadodara)	Sales Promotion Officer	Nov 2019 – July 2021
Roles and Responsibilities	<ul style="list-style-type: none"><li>Working as Sales Promotion Officer for Gujarat [Central &amp; North Gujarat &amp; Saurashtra].</li><li>Responsible for handling Branding &amp; Visibility for ATL &amp; BTL Activities.</li><li>Proposing creative ideas to senior management and generate brand awareness with concept of cobranding in market.</li><li>Planning &amp; execution of Signage's across territory.</li><li>Planning &amp; Execution of various Marketing Activities like Canter Activity, Hatt Activity, Fair Activity &amp; Pilgrim Activity at various locations to create monetary benefits and Brand awareness.</li><li>Handling Daily Reports of Promoters and Canter Van Drivers of respective areas accordance of route planned with sales team.</li><li>Distribution of POSM &amp; other Merchandising materials across distributor points as per sales team demand.</li><li>Handling Installation of Signage, POP &amp; other Merchandising material as per demand raised by sales team.</li></ul>	

RPA Partner Services Pvt.Ltd (Vadodara)		Multiple Roles	Dec 2017 – Oct 19
Roles and Responsibilities	<ul style="list-style-type: none"> <li>Worked with <b>Startup</b>, SAAS based IT Company where I was performing Multiple Roles in <b>HR, Finance, QA &amp; Administration</b> department.</li> <li><b>HR &amp; Finance :</b> <ul style="list-style-type: none"> <li>Preparing &amp; maintaining employee records of payrolls, attendance, leaves and hiring.</li> <li>Handling government related reports as to remain in compliance.</li> <li>Managing &amp; Handling proper all accounting transactions &amp; financial data.</li> <li>Planning &amp; coordinating with CA &amp; CS for finance related executions.</li> </ul> </li> <li><b>Quality Analysis :</b> <ul style="list-style-type: none"> <li>Testing Web-based application and identifying any performance and quality issues.</li> <li>Evaluating new functions in application and escalating with developers to address any defects.</li> <li>Developing test plans and test case documents.</li> <li>Also need to perform multiple roles like HR for hiring &amp; payroll process</li> </ul> </li> <li><b>Administration :</b> <ul style="list-style-type: none"> <li>Providing administrative support to ensure efficient operation of the office. Supporting employees through a variety of tasks related to organization and communication.</li> <li>Ability to effectively communicate via phone and email ensuring that all Administrative Assistant duties are completed accurately and delivered with high quality and in a timely manner.</li> </ul> </li> </ul>		

Telenor India Pvt Ltd (Panchmahal)		Territory Sales Executive	April 2017 – July 2017
Roles and Responsibilities	<ul style="list-style-type: none"> <li>Worked as Territory Sales Executive in <b>Sales &amp; Distribution</b> Department for Chhota Udepur territory [<b>Bodeli, Jetpur, and Chhota Udepur</b>].</li> <li>Responsible for handling Primary, Secondary &amp; Tertiary targets of respective Distributors.</li> <li>Planning &amp; Execution of Daily Reports of <b>Distributors and Sales Executives</b> of respective Cities to maintain DRR of territory.</li> <li>Execution of Umbrella Activities to create monetary benefits for Sales Support.</li> </ul>		

Telenor India Pvt Ltd ( Central Gujarat)		Zonal Marcom Executive	April 2015 – April 2017
Roles and Responsibilities	<ul style="list-style-type: none"> <li>Worked as Zonal Marcom Lead for Central Gujarat</li> <li>Responsible for handling Branding &amp; Visibility for ATL &amp; BTL Activities.</li> <li>Planning &amp; Handling Daily Reports of Merchandiser and Supervisor of respective Cities to create High Visibility of Brand Telenor.</li> <li>Planning, Execution &amp; Auditing of Outdoor Hoardings at various Cities.</li> <li>Execution of various Marketing Activities like Canter Activity, MNP Activity, College Activity etc.</li> <li>Handling Installation of Signage's [Glow Shine Board, L-Shape Board, Non- Lit Board, Sun pack, Flanges, Highway Poll Board, etc.] Planning &amp; Coordinating with Sales Team</li> <li>Successfully did Brand Launch of Telenor from Uninor for Baroda Zone.</li> <li>Organized CSR Activity by distributing Safety Neck Belts with Baroda Traffic Police &amp; Radio Mirchi Team</li> </ul>		

Eveready Industries India Ltd. (North Gujarat)		Sales Officer	November 2014 – April 2015
Roles and Responsibilities	<ul style="list-style-type: none"> <li>Responsible for handling Distribution Channel at North Gujarat [Mehsana, Kalol, Kadi, Patan, Banas Kantha &amp; Kutchh Region].</li> <li>Handling <b>30 Distributors</b> [2 Super Stockiest, 2 Country Van, 7 Distributors, 20 Sub Stockiest &amp; 1 Counter Stockiest].</li> <li>Achieving Monthly Target of 21, 00,000 on the Basis of <b>Primary and Secondary Market</b>.</li> <li>Coordinating with Team, Distributors, taking daily reports and execution of secondary as well as primary sales.</li> </ul>		

Eyeris Digital System Pvt. Ltd (Ahmedabad)		Business Development Executive	March 2014 – Oct 2014
Roles and Responsibilities	<ul style="list-style-type: none"> <li><b>Appointed 1 new distributor</b> in Surat region for increasing distribution.</li> <li>Briefed dealers about the products.</li> <li><b>Explored market opportunities</b> in Ahmedabad &amp; Surat and channelized the distribution network.</li> <li>Created leads using both online and offline modes to increase sales.</li> </ul>		

Adani Wilmar Ltd. (Ahmedabad)		Management Intern	Aug 2013 – Dec 2013
Roles and Responsibilities	<ul style="list-style-type: none"> <li><b>Researched market</b> on Soya chunks, Besan, Sugar, Flour and Edible oil.</li> <li><b>Surveyed</b> market to gauge favorability of market for the above products.</li> <li><b>Collected and analyzed</b> the primary and secondary data to come up with valuable suggestion.</li> <li>Analyzed attractiveness of the market using <b>competitive analysis</b>, market penetration, total current market size and potential market size.</li> <li><b>Analyzed margins</b> for retailers and wholesalers in the existing market and came up with margins for the products.</li> <li>Took part in <b>Launching activities of Rice Bran Oil brand</b> using below the line activities in different residential complexes &amp; local TV Shows.</li> </ul>		

**EDUCATIONAL QUALIFICATION:-**

Qualification	College/University	Specialization	Year	Result
M.B.A (Online)	Mizoram University	Data Analytics	2022-2033	Pursuing
T.Y.B.A	Saurashtra University	ARTS	2011 – 12	51%
S.Y.B.A	Saurashtra University	ARTS	2010 – 11	49%
F.Y.B.A	Saurashtra University	ARTS	2009 – 10	44%
H.S.C	K.P.E.S , Bhavnagar	ARTS	2008 – 09	44%
S.S.C	L&T Secondary & Higher Secondary School	—	2004 – 05	64%

**HOBBIES:-**

- Reading Books & Articles on personal development
- Reading Entrepreneurs blogs & finance news
- Meditation

**PERSONAL INFORMATION:-**

Date of Birth : 24- June-1989

Languages Known : English, Hindi, and Gujarati

Marital Status : Married

Religion : Hindu

Permanent Address: B-51, Prayagraj Soc, Bapod, Waghodia Road, Vadodara (390019)