# Kaustubh Tripathi

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# Work Experience

**ITC Mumbai, India**

**Assistant Regional Sales Manager, Convenience Focused Products & Projects Sep 21 – Present**

* Conceptualization and execution enablement of all technology initiatives in the CFP channel for the states of Maharashtra, Goa, Gujarat, MP & Chattisgarh
* Strategy formation with regards to OFMCG portfolio sales across the 5 states over an outlet base of over 1 Lakh

**ITC Lucknow, India**

**Assistant Manager, Convenience Focused Products Mar 20 – Sep 21**

* Successfully launched Gold Flake Luxury in 72000+ outlets in a fortnight and led the branch to top 2 in the country for GF Luxury brand sales in the quarter
* Reduction in selling, supervision, and deliver cost by 6%, 4% above the target of the year, the highest reduction in northern India
* Achieved the highest consumer share of 7.5% in all India for the biggest focused brand of the company "Wave" and surpassing competition consumer share by 36% within 6 months of taking charge in Lucknow
* 100% distribution reached for "Wave" in Lucknow city becoming the only city pan India to achieve the same
* Alternative Channels: Started distribution in grocery channel for cigarettes category increasing handler base by 22000+ outlets
* Introduced new technological solution to track channel sales performance in rural areas resulting in 80% adherence within 1st month and an improvement of 56% in specific channel sales
* Improved market coverage by 40% beating all India and northern district average of 39% & 35% respectively
* Introduced new mode of servicing rural wholesale markets with exclusive cigarette vans, resulting in 2.11x volume growth in channel
* Achieved the highest distribution of 79%, for "Capstan Fresh" brand all India in Lucknow
* Helped improve customer Outlet Fill Rate by 20% over last FY
* Delivered fastest growth in KSFT & burst portfolio, largest profit contributing sector, with a growth of 6% while the northern zone shrunk in the same period by 19%
* Led implementation of 2100+ permanent visibility solutions and implemented changeover of permanent visibility assets in 300 more outlets
* Led the branch to 2nd fastest recovery in North India among 8 branches post-Covid in FY 20-21
* Decreased customer claim pendency from 2.5 days to 1.6 days of investment, a 36% improvement, resulting in improved customer ROI
* Launched "Gold Flake Indiemint" across an outlet base of 74000+ outlets showed and reached distribution of 56.1% within 2 months of launch - becoming the fastest branch in north India(outside of metro towns) to achieve the said milestone
* Rural Expansion: Increased rural penetration of brands by increasing stockist billing by 10x and introducing the concept of and creating 257 cigarettes exclusive stockists, resulting in a 10x increase in business from the stockist channel
* Designed and implemented a new remittance tracking mechanism that helped save 12% time in tracking and remittance follow ups
* Led a team of 24 direct reportees and an extended sales force of well over 1000+ people, for the geography of central UP
* Managed annual business of over 1600+ Cr primarily catering to cigarette portfolio
* Managed over 100+ direct distributors spread across the geography

**ITC**   **Kolkata, India**

**Assistant Under Training, Bengal Upcountry Jul 19 –Feb 20**

* As branch champion led branch to ever highest sales of Bounce Cake in Dec 2019 resulting in the branch coming runner up in Bounce Cake Cup 2019
* Formulated and led a highway & tourist market-led distribution coverage plan under the "On The Go" consumption initiative leading to additional service of 1000+ outlets
* Institutionalized and automated a new manual order generation mechanism for the cigarettes category leading to a reduction in human error and a saving of 10% of working time for front end sales force

# Internships

**ITC**   **Kolkata, India**

**Intern Apr 18 – Jun 18**

* Reduced inefficiencies by saving 10% on order processing time by understanding account wise DC operations
* Reduced sales return by 18% by identifying issues in the current order processing method
* Saved shipment loading and sorting time at warehouses by 16% by establishing a standard operating procedure for shipment creation to delivery process

**SAP Pune, India**

**Intern Jan 17 – Jun 17**

* Did a server upgrade for Liquidity Management System product that helped fixed security issues and also provide cloud base support to our clients like Citigroup
* Made library upgrades and implemented upgraded security algorithms that helped protect sensitive financial data from intrusion

# Education

**Indian Institute of Foreign Trade Delhi, India**

**Post Graduate Program in Management Jul 17 – Feb 19**

Graduated with GPA of 3.51/4.33

* A+ grade in Sectoral Strategies for International Business
* National Finalist in Nexus, an IIM Bangalore Policy Symposium Competition
* Executive Member, Media Committee, primarily responsible for coverage of corporate and non-corporate events related to MBA(IB) program at IIFT in print and online medium
* Responsible for handling IIFT’s official blog, Facebook, LinkedIn, Instagram, Twitter handles and InsideIIM account

**Institute of Technology Ahmedabad, India**

**Bachelor of Computer Science Aug 13 – Jun 17**

Graduated with GPA of 7.99/10.00

* Designed an android app for blind people that made operating basic smartphone features like calling and messaging and clicking photographs using tactile and sound
* Completed my bachelor's degree with First class and distinction

# Additional Accomplishments & Interests

* Secured 99.53 percentile in CAT 2017 with a verbal percentile of 99.84
* Selected among the top 50 students all India from 60000 candidates to be awarded scholarship under Times of India scholarship program in 2012
* Secured 1st rank in district, 2nd rank in state and 18th rank nationally in National Science Olympiad
* Awarded certificate of merit from CBSE for securing A1 grade in all 5 subjects, the highest grade possible in 10th grade board exams
* Received scholarship from GSEB for my performance and coming within top 1% students in class 12th board exams.
* Management Projects done for majors like Kellogg’s and Flipkart under Kraftshala Sales Leadership certificate program
* Awarded Best Delegate in WYMUN 2015, Asia's largest MUN while being part of the special committee
* Public Speaking Finalist at Times of India Public Speaking Contest
* Helped in designing the social media branding, visibility and crowd funding strategy for the NGO that works Social Service for rehabilitation of drug affected kids
* Volunteered for Make A Difference, an NGO that works for the education and upliftment of poor kids and ran a newspaper and fund collection drive
* Represented my school in CBSE West Zone Basketball Championship held in Baroda 2007