

GAJENDRASINH. N. PARMAR (GNP_Coca126)

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TEAM LEADER | RTM (PLANNING & EXECUTION)

Profile Snapshot

- Presently working with Sarbhara Food & Beverages as a Sales Head – Gujarat
- A seasoned sales professional offering three decades of extensive experience in FMCG industry
- Hindustan Coca-Cola Beverages Pvt. Ltd. as Team Leader in RTM (Route to market) function looking after the Ahmadabad East and Kheda District area managing 15 distributors with the annual volumes of 18 lac physical cases, Yearly turnover Rs.72/- crores
- Hands on experience of General Trade, Merchandising Quality Index, Home Delivery Channel, Pushcart and Route to Market.
- Handled various important roles and have the following certifications in Sales, Marketing & Distributor Management:
 - Professional Merchandising Standards
 - Operational Excellence Project (Improve productivity of Market developer)
 - Super Management Module / Understanding the Job.
 - Basic of Coca-Cola System.
 - Selling-Packaging in India.
 - The Star Salesmen
- 10 Years experience in General Trade operations in the areas Banskantha Kalol to Mt.Abu Road, total 22 distributors 140000cs volume YTD 8 years area volume + for 2 years Rajkot, Gondal & Morbi area, total 5 DB Yearly volume 500000cs
- 4 Years worked as a Merchandising Executive – Responsibility of Merchandising Quality Index (MQI) for Gujarat Region, started with MQI 38% & in 4 years increased up to 92%
- 2 Years worked in Home Delivery Channel in Ahmedabad city and appointed distributors for Ahmedabad East & west for selling the product door to door & survey to society, Tower & rich area bungalow. Took permission from Chairman & started new customer campaign with professional team, made 5000 new customers & in 2 years generated 75000cs volumes
- 7 Years simultaneously handled 3 divisions of Pushcart (150 Trolley), Appointed 1 Distributor, started 1st yearly volume with 5000cs and increased to 80000cs. In Fountain (Post Mix & Pre Mix) appointed 1 Distributor for Ahmedabad city with yearly 550000Uc volume. For Kinley water 20 Ltr Jar (Bulk Water) in Ahmedabad city appointed 9 Distributors, started from 0 and ramped up to 132000 Jars on yearly basis
- 7 Years worked for frontline RTM with responsibility of Planning & Execution of Distribution Management for the General Trade and achieving primary sales through distributor network in the area of Ahmedabad and Kheda District

Career growth & Experience

S. No.	Company Name	Designation	Duration
1.	Hindustan Coca-Cola Beverages Pvt. Ltd.	Team Leader	Since Apr 2002 to Jan 2018
		Sales Executive	Feb 1995 to Apr 2002
2.	Gujarat Bottling Pvt. Ltd. (Franchise for Parle Beverages)	Sales Executive	Mar 1987 to Feb 1995

Key Responsibilities In Current Role in Hindustan Coca Cola

- In the current role of RTM, I have developed and strengthened RTM process to support the main line business operations. Set up bench mark by establishing the RTM process to make the sales operations sustainable in achieving volumes and bottom line
- Restructured Distributors operations thereby achieving top line growth with productive distribution network
- Preparing weekly, monthly and annual plans for Primary volumes in collaboration with the ASM and team to achieve vertical business growth
- Team management and Distributor management by analyzing volumes to achieve primary incentive scheme by managing Daily AR, Aging, COL communication to distributors
- Increased business through Distributors improved brand availability (DSAI), Fill Rate, 10C reports, IDAS sync-Stock accuracy
- Management of primary distributors schemes in worked out budget

- Meeting with new FMCG distributors for new development & replacement of existing distributors on need basis
- Develop and implement communication strategies within and outside the company, making key messages for the distributors
- Distributors Team Management – Appointing new Distributor, Training & Development, implementing (IDAS) Distributor automation system, pre-sell through lead of PJP system
- Competition Mapping & Analysis
- Primary & Secondary segregation
- At present working with Sarbahar Food & Beverages (Stow) as Sales Head - Gujrat

Academics

- Bachelor of Commerce from Gujarat University

Personal Details

- Date of Birth : 24th Aug, 1964
- Languages : English, Hindi & Gujarati
- Address : 32-Vaibhav, Near Kansas Mall, Ghodasar BRTS Cross Road, Ghodasar, Ahmedabad 380050, Gujarat, India

Current Salary : 1200000 Pa

Expected Salary : 10 to 15% Growth