

- Aiming challenging assignments in Sales & Business Development with an organization of repute
- Achievement-driven/High Performing Executive with outstanding skills in all aspects of business operations
- Skilled at optimizing resources and overcoming bottlenecks.

STRATEGIC PLANNING, / SALES & MARKETING
PROFILE SUMMARY

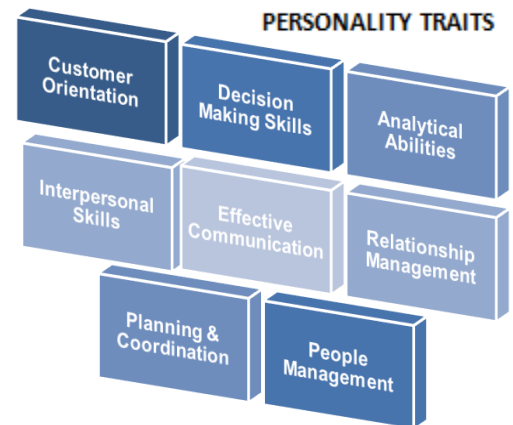
A result-oriented professional with 30 years of rich experience in:

**Profit Centre Operations
Business Development
Product Promotions**

**Channel / Distribution Management
Key Account Management
Client Acquisition**

**Sales & Marketing
Team Management
Product Launches**

- Skillful in conceptualizing growth initiatives, creating innovative product concepts and pioneering entry into new & challenging territories
- Excellent business skills involving planning & development of business
- Designing and implementation of successful sales & marketing strategies
- Consistent in maximizing corporate performance & generating revenues
- Seasoned for driving growth by capturing market share and enhancing the value in markets
- Expertise in turning around regional units by improving contribution in terms of Revenue, Profitability, value, volume & network
- High achiever in managing all aspects of budgeting, forecasting, operations & channel management
- A visionary leader who effectively meets goals through strong leadership, communication & analytical abilities



ORGANISATIONAL EXPERIENCE

Jan 2020 till date

Regen Biocorps Pvt Ltd
National Sales Manager



Aug 2011- July 2020

Cadila Pharmaceuticals Ltd
DGM Sales & Marketing
Project Lead SAP Overhaul



Jan2010 – July 2011

Provet Pharma Ltd Chennai
Regional In charge for North



Jan2000 – Aug 2008

RFCL Ltd



Sales Manager –Covering Northern India operation including Rajasthan & UP.

Jun1999 – Jan'2000 Provimi Animal Nutrition India Pvt. Ltd., Bangalore
Area Sales Manager –



May1992- Dec 1996

Ranbaxy Labs Ltd



Growth Path / Deputations

May1992 – Dec 1996	Field coordinator at Delhi NCR
Dec1996 – Jun1999	B.M at Delhi & Haryana
Jul 1999 – Jan 2008	Manager-Sales & Technical at Delhi.
Jan 2000- May 2005	District Manager -
May 2005 –Aug 2008	Sales Manager - Canine Team North Region
Jan 2010- Jul 2011	Regional In charge North & East
Aug2011- Dec 2014	Assistant General Manager VetNova Team
Jan 2015- July 2019	Deputy General Manager Sales & Marketing SAP at COO Desk of Marketing excellence.
Jan 2020-----	National Sale Manager

Roles:

- Liaising with the Product Development Team to offer market data, user feedback and insights for enhancing existing products and new products.
- Closely examining the activities of the competitors to understand the new products and market development
- Providing input for designing costing and pricing strategies for new products
- Devising innovative sales plan in accordance with the objectives of the business unit and market share

- Coveting these plan into strategic sales force objectives across products and channels to ensure achievement
- Optimizing revenues by expanding the sales channels for all divisions
- Conducting field trials for attaining maximum market coverage
- Supervising the launch of new products to improve market penetration and increase the profitability of the divisions
- Establishing new channels for efficient delivery of new products at the retailer's place
- Keeping check on the availability of all marketing material and in-store promotion material at the sales point.

Regen Biocorps Pvt Ltd

- Responsible for the development and performance of all sales activities in PAN India & Nepal
- Staffs and directs a sales team and provides leadership towards the achievement of maximum profitability and growth in line with the company vision and values.
- To maximize sales of the product portfolio and to manage all issues relating to sales productivity within the team.
- To train, coach and develop the team via their individual development plan to perform all duties in accordance the Regen Biocorps values and leader behaviours to ensure commercial target.

In Cadila Pharmaceuticals

- Coordinating all marketing function with respective team to deliver /targeted free of cost inputs to field staff.
- Project lead Sprint for amalgamation of whole branded product portfolio & manpower in SAP.
- Successfully taken up VetNova Team through Business transformation and multiplied the sales volume for all segments of product lines across channels in India.
- Successfully launched new products (Axone Tylocad,Phytase,Combisyn, Etc)
- Established new brand extensions Calpar Gold & Dicirol - Easy within one year across India.

In Provet Pharma

- Significantly established:
 - All Brand brought by new company partner with AL Pharma
 - New products as brands across India (Chlormax,Gromax;Peptonic etc)
- Successfully **surpassed the sales targets** and expanded the company's business substantially resulted in more than 50% growth for consecutive year's.
- Actively participated in new product launches by devising innovative strategies.
- Dexterously **developed 3 products** within years which contributed 70% to the total sales.
- Successfully launched new product concept in the market which contributed to **20% of the business** in the division.

In RFCL Limited

Sales Manager-Canine

- Instrumental in creating & establishing new Canine team in the Northern region (Delhi,UP,HR,PUN,J&K,RAJ)
- Handled key clients (Institution as well as farms) with team in Haryana, Punjab, UP & Rajasthan.
- Managed new team training (classroom as well as field)
- Actively organized pre & post launch trials for Canine team products.

As District Manger

- Efficiently mentored a team of 6 FOs as a part of the Achievers team for all years consecutively.
- 3 out of 6 team members got promoted as Area Manager within 2 years.
- Instrumental in commencing Haryana govt. business through channel partners.
- Bagged sales volume of 60 lakhs per year.
- Successfully provided strong research trial data for efficacy of the product in Indian condition
- Significantly established product at end customer (farmer level) through govt. channel

As District Manager - Dairy Farm Team

- Administered a team of 10-12 VSOs with 2 Manager-technical covering Haryana, Punjab & HP.

- Significantly contributed in achieving company goals with a new team, in spite of previous outstanding issues & high attrition. Collaborative team work, strategic focus, confidence building with team helped to achieve the same post Pfizer-Vetnax merger.

Project in Cadila Pharmaceuticals Limited

- Project Lead in SPRINT SAP implementation for marketing Manpower & Products.
- Branded Marketing coordinator for Free of cost materials timely delivery to all field force 2500
- Integration & atomization of field budgets in BIBO reports dashboard.
- Devising online sales dashboard for field staff.

IT SKILLS

- SAP, Nutritional Software like Bestmix & BRILL, MS Office, Windows & Internet Applications

EDUCATION

1991 **B.Sc (PCM) From Kirori Mal College ,Delhi North Campus**
Delhi University

EXTRAMURAL ENGAGEMENTS

- Recognized as the best FO all through 1992-1996
- Recognized for value contribution by Novartis AG Switzerland 1999
- Recognized for highest growth for RFCL Canine business 2007
- Top selling RM for ALBAC (200% Growth) 2011
- IMICON conclave significant contributions awards 2016 -2017-2018
- Chairman cash award for significant contribution 2019

PERSONAL DETAILS

Date of Birth:	27 th May, 1970
Address:	J-401, Sector-2, Suncity: Bopal: Ahmedabad: 380058: Gujarat: India.
Languages Known:	English, Hindi and Punjabi
Reference:	References available upon request.