



ASMITA RAGHUWANSHI

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SKILLS

Negotiation & Execution Skills
Team Handling
Quick Decision Making Skills
Analytical & Data Handling Skills
Leadership Skills
MS Word, Excel & Power Point
Quick Learner
Client Relationship
Sales Planning & Forecasting

LANGUAGE

English & Hindi

EXPERIENCE

GLENMARK PHARMACEUTICALS LTD

Key Accounts Managers - Gujarat, MP, Punjab & Rajasthan.

Duration : **Feb'22 - Till Date**

- Create & maintain positive business relationship with all the key stakeholders & direct end customers.
- Work as SPOC for Glenmark & established strong rapport with channel partners to win confidence, anticipate needs & delivered appropriate solutions.
- Manage the new product launches in the regions & ensure all new products are available & listed in the accounts.
- Develop and manage sales strategy for each of the designated Key accounts.
- Share of shelf, face up alignments & In Store visibility with the accounts for the category.
- Meeting & Exceeding sales target achievements, growth, revenue & market share.

GLENMARK PHARMACEUTICALS

Key Account Executive - Gujarat

Duration : **June'19 - Feb'22**

- Responsible for driving the Modern Trade Key Accounts like Dmart, Big Bazar, Reliance, Cash & Carry, Spencer's, Star Bazar, Apollo Pharmacy, Planet Health, Grofers, Big Basket, Pharmeasy & other regional & local chains.
- Linking & Listing of the products at Regional & Local outlets.
- To achieve budgeted sales, offtake growth & targets, ensure fill rates, supervise key accounts.
- To develop excellent relations across all level (Retailers, Distributors, CFA, Promoters, Merchandisers)
- To accomplish primary & secondary sales target for Gujarat region.
- Timely implementation and follow ups for monthly activities/promotions specific to outlet or chains.
- Training & Development of Promoters, Merchandisers & Sales Team.
- Claim settlement of Vendors & Stockiest on monthly basis.

INTERNSHIPS

GLENMARK PHARMACEUTICALS LTD

Job Description

- Sales Overview (General & Modern Trade).
- Feedback Collection from market.
- Display & Merchandising.
- Primary & Secondary Sales achievement.

MAHINDRA SABORO

Job Description

- Market Creation
- Sales Promotion
- Visibility Enhancement

PANTALOONS

Job Description

- Handling customers & driving sales.
- Till Management
- Worked on customer delight .

VOLUNTEERING

PLACEMENT COORDINATOR

Pitching to the Firms/HRs for recruitment/internship drives.

Arranging logistics for HR team coming for placement & Coordinating for placement activities.

Implementing 'Mentorship & Development' program for students to prepare them for placement drives.

ACHIEVEMENTS & ACTIVITIES

Super Star Awardee at Glenmark Pharmaceuticals for continuous four years. (Qualified for Russia, Thailand, Switzerland & Dubai trip).

Won Award & Certificate for 'Highest Sales Achievement' among all India Modern Trade team for 4 times.

Won Certificate of Excellence & Guiding Star in Glenmark for 5 times.

Delivered highest ever YOY territory growth of 89% in Gujarat.

Secured 1st position in College & School level Debate Competition.

Active member of Creative Committee & Marketing Club of PIMR Indore.

EDUCATION

PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH

Master of Business Administration

Year of passing : **2017-19**

DAVV

Bachelor of Commerce

Year of passing : **2014 - 17**

KENDRIYA VIDYALAYA NO.1

H.S.C

Year of passing : **2014**

KENDRIYA VIDYALAYA NO.1

S.S.C

Year of passing : **2012**