**Aniket Anand Sinha**

Sinhaaniket1991@gmail.com 08758370402

**Address:** 501

Sun Studio Appt

Memnagar, Ahmadabad

23 years, [DOB: 7th JAN’1991]

PGDM- Balaji Institute Of International Business (IB)

PUNE

EDUCATIONAL QUALIFICATIONS

**Degree College/University Year of Completion Percentage**

PGDM Balaji Institute Of International Business. 2013 57.23%

B.Com Symbiosis college of Arts& Commerce. 2011 50.45%

SSC Carmel Convent School. 2006 64.56%

HSC Symbiosis College of Arts & Commerce. 2008 56%

Part time 3years

Worked as event coordinator (free lancer) for many events, activities &promotions for RAW Enterprise.

PROFESSIONAL EXPERIENCE

Nestle India LTD |

POSITION OF RESPONSIBILITY @Nestle

* Invoicing co-ordinator for my team ( Mumbai & Gujarat)
* Conduct performance evaluation of Secondary Sales Force.
* Accurate and timely reports on Market intelligence: competitor’s activity, price changes

And promotional support.

* Ensure Secondary Sales Force is properly trained.
* Coordinate correspondence and communication between the team and Distributor management.
* Comply with all company policy, instruction and directives.

OTHER RESPONSIBILITIES @ NESTLE

* Control Bad Good at CD level as well as market level.
* Ensuring all brands availability at all relevant channels through DC.
* Negotiation for prime position of display placement & displays at key outlets.
* To prepare an annual plan for sales targets & to plan and budget the advertising and promotional input required.

**Sales Officer Channel sales Distributor handling.**

**Duration : Feb -2013 - Mar – 2014 [13 months]**

**Location : Mumbai**

Roles and Responsibility

* Ensuring growth for this channel
* Execution of best in display at market place through merchandising
* Availability of all SKU`s for super market channel
* Execution of consumer promotion & TPP run by company.

**Sales Officer (General Trade) –**

**Duration : July-2014 onwards [19 months in total for NESTLE INDIA]**

**Location : GUJRAT**

Roles and Responsibility

* Set monthly, quarterly and yearly target for each Distributor for your region.
* Achievement & monitor progress of Redistribution value and volume targets.
* Ensure product availability at all relevant channels through the distributor’s sales force per Company guidelines.
* Ensure continuous development of the assigned area and addition of new outlets.

Distributor Handling

* Ensure compliance of Distributors with their respective roles & responsibilities.
* Manage and develop individual distributor in an active and profitable manner.
* Ensure the proper and correct execution of sales, discount and trading terms determined by the company.
* Monitor and minimize the level of Bad goods returns.
* Ensure distributor’s efficient and effective support for the market coverage.
* Monitor Distributor’s overhead expenses & profitability (ROI).
* Track on delivery from Distributor to consumers.

EXTRA-CURRICULAR ACTIVITIES

* Played cricket at district level (Raighad District).
* Played hand ball at zone level.

TECHNICAL SKILL

* Excellent knowledge of MS-Office 2010/2007/2003, Excel, PowerPoint.