

# Aman Verma

Senior Sales and distribution leader

Kanpur, Uttar Pradesh

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## Profile Summary:

Results-oriented sales leader with 9+ years in FMCG and telecom, managing portfolios worth ₹30M+ and leading distribution expansion, consumer activations, and channel innovation across North & Central India. Proven success in growing revenue double-digits, unlocking new RTM opportunities (chemist, HoReCa, institutional, rural), and mentoring high-performing teams. Adept at joint business planning, ROI-driven promotions, and brand visibility initiatives that deliver both topline growth and sustainable distributor profitability. Ready to step into Area Sales/Regional roles, bringing a blend of execution excellence, people leadership, and strategic thinking.

## Professional Experience:

### Nestle India Ltd.

Prayagraj | JAN 2019 – JUL 2025

#### Senior Sales Officer

- Managed ₹30M+ business size, achieving 103%+ monthly sales targets and adding ₹2M incremental revenue through distribution expansion (+22% outlet coverage, 165+ new outlets).
- Spearheaded Mahakumbh 2025 activation in Prayagraj, increasing temporary outlet reach by 20% and boosting Chocolates/RTE portfolio visibility through 3 kiosks at prime locations.
- Drove Shimla Hill Activations (2019–23) with merchandising, kiosks, and in-store branding, delivering 120% YoY growth in chocolates & RTE.
- Piloted chemist channel entry in Shimla: Started 65/123 outlets, adding value SKUs up to ₹70.
- Partnered with Radisson Hotels, cafés, industrial cafeterias via distributor-led supply of premix coffee, seasonings, and vending machines, converting trials into regular accounts.
- Led asset utilization project (2024) → 95% billed outlets, +106% growth in sales from Nestlé cooling units.
- Created Joyful Bliss program (2024): on boarded 3 auto showrooms for chocolate hampers, opening a new institutional gifting channel.
- Mentored 7 interns & trainees, 80% of whom transitioned into officer roles; trained distributor sales teams and guided PSRs in rural expansion.
- Regularly contributed to RSM-level reporting, sales forecasts, KPI dashboards, and content creation for internal recognition presentations/videos

### CavinKare Pvt. Ltd.

Kanpur | JAN 2018 – DEC 2018

#### Sales Officer

- Delivered ₹68.4 Lakhs annual revenue (114% of target) by implementing client-centric sales approaches.
- Launched Skin Retail Range (2018) → secured placements in 100+ outlets in Q1, driving 15% incremental growth within 6 months.
- On boarded 56 new clients, contributing 35% of revenue and expanding retail penetration in competitive FMCG categories.
- Streamlined sales cycle processes, improving efficiency by 18% and generating ₹12.6 Lakhs incremental sales via new market segments.

### Bharti Airtel Ltd.

Ballia | JAN 2016– NOV 2017

#### Territory Sales Officer

- Managed multi-tier rural & semi-urban distribution, consistently achieving 100%+ KPIs in subscriber acquisition, SIM penetration, and churn reduction.
- Led 4G SIM Swap Drive (2016) → converted 5K+ users in 4 months to 4G.
- Carried out MNP Drive (2016) → delivered 30%+ port-in share against competitors.
- Spearheaded Airtel Payments Bank launch (2017) → created Sanwara Cashless Village: on boarded 400+ households in a day, on boarded 35+ merchants, and ensured sustained adoption of digital payments.
- Conducted BTL activations & regional events, enhancing Airtel's rural brand presence and trust.

## **Leadership & Key Projects**

- Market Expansion: Scaled distribution footprint across urban, rural, and premium outlets; expanded Nestlé's coverage by +22% (165 outlets) and CavinKare by +35%.
- Consumer Activations: Designed and executed remarkable activations — Nestlé's Mahakumbh 2025, Shimla Hill (120% YoY growth), Airtel's Cashless Village — driving visibility, consumer pull, and incremental sales.
- Channel Development: Opened and scaled new revenue streams including chemist channel, institutional gifting (auto showrooms), rural smart stores, and HoReCa supply partnerships.
- Distributor & P&L Management: Conducted joint business planning, financial health reviews, receivables monitoring, and ROI-based activation planning; ensured sustainable growth for channel partners.
- People Leadership: Led teams of 12 PSRs, trained distributor sales staff, and mentored 7+ interns/trainees (80% transitioned to officer roles).
- Innovation Projects: Implemented asset utilization (95% outlets billed, +100% asset ROI), Joyful Bliss showroom gifting (3–9 showrooms), and chocolate sales expansion via chemists and cafés.

## **Education:**

- **Masters of Business Administration** JUL 2014 – JUN 2016  
Dr. APJ Abdul Kalam Technical University, Lucknow | 2014-2016

## **Skills:**

- Sales & Distribution Management: Territory expansion, channel penetration, route-to-market design.
- Channel Development: On-Trade (HoReCa), Chemist, Institutional, Rural Retail.
- Brand Visibility & Activations: BTL/ATL, merchandising, kiosk management, POSM execution.
- Financial & P&L Management: ROI-based A&P planning, receivables monitoring, distributor audits.
- Leadership & Mentorship: Team building, coaching, performance tracking, cross-functional collaboration.
- Strategic Projects: New product launches, cashless initiatives, institutional gifting, asset utilization.
- Tools: MS Excel (Advanced), PowerPoint, CRM dashboards, Nielsen/market data analysis.

## **Certification:**

- Lean Six Sigma – Green Belt (Process Optimization) EY JAN 22 – JUN 22
- Advanced Excel for Sales Reporting (Data Analytics) Udemy JAN 22 – MAR 22
- Retail Sales & Merchandising Training – (Execution, Planograms) Nestlé India (Periodical KT Session)
- Distributor P&L & ROI Management Workshop – Nestlé India (Periodical KT Session)
- RTM Strategy & Rural Penetration – Nestlé India Regional Project Training (Periodical KT Session)
- CCC Certificate – NIELIT JUN 14 – AUG 14