

ABHISHEK CHATURVEDI

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Career Objective

I am seeking at a job where I shall be able to utilize my ability to make progress in my career. Along with helping achieving the organization goal and moving up the corporate ladder with hard work and dedication.

Career Summary

- ✘ Pursuing MBA professional with total 7+ Years of experience in areas of: Marketing, Sales Distribution, Lead and Revenue Generation in FMCG sectors.

Professional Experience

ICICI BANK LIMITED

January 2023 till now

ICICI Bank's inception dates back to January 5th 1955. We were the first private sector development finance institution (DFI) that financed the growth of indigenous enterprises and ushered in an era of economic development in the country. We evolved from a DFI to a financial conglomerate catering to diverse customer needs in 1994.

Designation: Dupty manager-II

Responsibility

Responsible for the administration and efficient daily operation of a full service branch including lending, product sales, customer service and security in accordance with the Bank's objectives

- Enhance and contribute in the growth of the company through Business Development
- Ensure superior level of customer relations and promotion of the sales and service culture through coaching, guidance and staff motivation
- Achieve individual and branch sales goals through new business sales, referrals and retention of account relationship
- Driving business through existing customer relations



- Focus and driving new customer acquisition
- Ensure proper on-boarding of all new customers acquired
- Cross-sell of products with new and as well as with existing customers
- Segment the customer within the catchments of the branch to increase the Journal-Ledger base of the branch
- Drive digital on-boarding of customers
- Weekly/monthly reviews for outbound and as well as for inbound sales
- Prepare and review monthly activity calendar of outbound activities for sales team on a weekly basis
- Conduct daily morning huddles to discuss daily plan and agenda for employees
- Track inflow and outflow of reports (like account closures, account opening, Fixed Deposit renewals/closures etc.) and thus, daily business generation
- Maintain customer relationship through sourcing and on-boarding process
- Monitor DSR (Daily Sales report) on a regular basis
- Manage leads through SFA (software used for entering the generated leads)
- Capability building and manpower management
- Mentor/Guide new joiners as well as existing branch employees
- Conduct workshops and training programs for the employees

Reliance retail limited (AJIO Business)

July 2021- December -2022

Reliance retail limited is one the biggest organization in India its a vertical of reliance group one of the oldest organization in India. Reliance Industries Limited is an Indian multinational conglomerate company, headquartered in the city of Mumbai, India. It has diverse businesses including energy, petrochemicals, natural gas, retail, telecommunications, mass media, and textiles.



Designation: Dupty manager (sales manager)

Responsibilities:

Manage The Sales Growth Along With The Team For The Respective Territory

Managing And Driving Usage And Adoption Of The Platform Aimed At Enhancing Sales Revenue For That Territory.

Monitor And Control The Sales Budget To Ensure Optimum Utilization Of Resources In The Region

Establishment Of A Distribution Network For That Territory With A Key Review Of The Distributor Coverage And Efficiencies Resulting In Key Deliverable

Providing Training And Deployment Of The Platform With Key Focus On Enhancing Sales

Analyze The Ground Competition And Feedback To Develop Competitive Responses And Key Strategies

Responsible For The Increase In The Sales In The Respective Region

Conduct Regular Market Visits To Check Route Coverage, Competitor Activity And Continuously Search For New Opportunities In Order To Increase Sales In The Territory

Establish And Ensure That All Sales Administration Procedures Relating To The Territory Are Properly Implemented To Support The Sales Teams In Their Efforts To Accomplish The Sales Targets

Finding And On-Boarding New Procurement Channels For Reducing Transportation Costs Of Products.

Budgeting And Forecasting Sales, Preparing Reports And Collection Plan, Ensuring Timely Payment Collection.

Monitoring Competitor Activities, Responding To Customer Grievances, Organizing And Visiting Exhibition & Trade Shows

Ninja cart

Feb 2019 to Jun 2021

Ninja cart is India's largest B2B Fresh Produce Supply Chain Company. Our made-for-India technology and India centric solutions have disrupted the way fruits and vegetables move to people's plates, thereby improving the lives of producers, businesses, and consumers in a meaningful manner.



Designation: Area Sales Manager

Responsibilities:

- Reporting to the Regional Sales Manager, overall responsible to develop, manage and maintain departmental procedures in coordination with other departments.
- Team Handling of More than 35 People in a Team.
- Maintaining and increasing sales of your company's products reaching the targets and goals set for your area.
- Establishing, maintaining and expanding your customer base servicing the needs of your existing customers.
- Primary job responsibilities include: Managing, training and motivating existing sales team to drive revenue growth.
- Increasing business opportunities through various routes to market.
- Setting sales targets for individual reps and your team as a whole recruiting and training sales staff.
- Allocating areas to sales representatives.
- Developing sales strategies and setting targets.
- Monitoring your team's performance and motivating them to reach targets compiling and analyzing sales figures
- Possibly dealing with some major customer accounts yourself.
- Collecting customer feedback and market research.
- Reporting to senior managers.
- Keeping up to date with products and competitors.

(Promoted as ASM)

Designation: Territory Sales Manager

Responsibilities:

- Reporting to the Area Sales Manager, overall responsible to develop, manage and maintain departmental procedures in coordination with other departments.
- Team Handling of More than 12 People in a Team.
- Create and build strong key account management relationships with Market.

Kapiva Ayurveda (Baidyanath)



Edit with WPS Office

June 2018 to Feb 2019

Kapiva Ayurveda it's a sister constant of Baidyanath group. Which deal is Ayurveda products B2B sales. We are pure Ayurveda along with FMCG products like, A2 ghee, honey, apple cider vinegar. That is the reason we are able to fulfill the chemist as well as department stores. In term of Ayurveda products, we have Aloe juice alma juice and many more.

Designation: Sales Officer (Rajasthan).

Responsibilities:

- Reporting to the Zonal Manager overall responsible to develop, manage and maintain departmental procedures in coordination with other departments.
- Team Handling of More than six People in a Team.
- To develop New Super Stockiest and Distributer.
- Create and build strong key account management relationships with Market.
- Manage 200 plus outlet.

Hindustan Unilever Ltd.

March 2016 to May 2018

India's Largest FMCG company which deals in B2B sectors of entice market. We have the 300plus SKU's, through which we fulfill consumers daily needs. We have lots of good products for daily use from early morning till mid night, from head to toe.

Designation: Team Leader.

Responsibilities:

- Reporting to the Senior Manager; Overall responsible to develop, manage and maintain departmental procedures in coordination with other departments.
- Handling the retail outlets in the defined territory.
- To work with general trade directly in order to increase the sale of retail outlets.

Key Achievement:

- Target and achievement oriented with an ability to take up challenges and perform in changing work environs, consistently achieved targets for sales.
- Ensuring cordial relations with channel and customers and reduced Complaint resolution time.
- Outstanding interpersonal skills with inherent focus on quality



- Independently handled the sales activities and vendor management across geographies.

Hatching vivo India pvt ltd

Dec 2014 – feb 2016

Hatching vivo is Chinese mobile handset brand with deals in B2C trade where we are serving our products directly to end consumers. India is the largest economy to invest here, In terms of mobile handset trade India is fastest growing country vivo deals only in smart phone where we focus on youth India FASTER AND SMATER

Designation: TEAM LEADER

Responsibilities:

- Reporting to the senior Manager, overall responsible to develop, manage and maintain departmental procedures in coordination with other departments.
- Handling the retail outlets in the defined territory.
- To work with Modern trade and general trade direct in order to increase the sale of retail outlets.

Key Achievement:

- Target and achievement oriented with an ability to take up challenges and perform in changing work environs, consistently achieved targets for sales.
- Ensuring cordial relations with channel and customers and reduced Complaint resolution time.
- Outstanding interpersonal skills with inherent focus on quality
- Independently handled the sales activities and vendor management across geographies.

Nokia India pvt ltd .

jan 2013 – nov 2014

Designation – Sales Representative

Responsibilities:

- Discuss open issues from objectives, business driving opportunities, volume drivers and competitive selling.
- Partner with store staff and management to ensure standards.
- Create and build strong key account management relationships with Market and Regional Merchandise Managers.
- Liaise with customers through follow-up to ensure correct rates and service levels.



Educational Qualification & Certifications:

S.NO.	Class/Sem.	Board/University	Year
1	MBA	I.F.C.A.I	Pursuing
2	B.A(PRO.)	Delhi University	2014
3	12 th	C.B.S.E	2010
4	10 th	C.B.S.E	2008

Areas of Specialization

Major – Sales/Marketing

Minor – Finance

IT Skills

- Conversant with Office Automation & Internet Applications.
- Well versed with Application of MS Office Packages viz. Word, Excel, Power Point etc.

Personal Details:

DOB : 22nd Feb 1993

Father's Name : Akhilesh kumar Chaturvedi

Mother's Name : Prem lata Chaturvedi

Hobbies : Travelling and Watching Movies

Strength : Communication, Team spirit, Hard work

Declaration:



I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Date: -

Place: (Abhishek Chaturvedi)

