T. BINILKOSHY **First Floor**  **, Kuriyappillil House , Nettoor (P.O) ,** [**binilkoshy77@hotmail.com**](mailto:binilkoshy77@hotmail.com) **INTUC Road , Nettoor , Ernakulam , KERALA . Phone : 09605929365**

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| **Professional Summary**   * A result oriented Professional with twelve years experience in Strategic Planning, Business Development / Marketing, Distribution / Channel Management, Product Launches / Promotion, Brand Management, Client Relationship Management and Team Management in the FMCG Sector. * A keen planner with expertise in Strategic Planning, Market Plan Execution, Account Management, Pre-Sales efforts with skills in Competitor and Market analysis. * Distinction of exploring new Dealers and Distributors, accelerating growth and achieving desired Sales goals. (Infrastructure Development) . * Astute leader with abilities in motivating teams towards surpassing their performance standards. ( Man Management)   Present   * Working as Area Sales Manager in **GEMINI EDIBLES & FATS INDIA (P) LTD** , which is in to Manufacturing and Marketing Edible Oil and Bakery Fats.   Past   * Was working as Area Sales Manager in **K.L.F. NIRMAL INDUSTRIES (P) LTD**, which is in to Manufacturing and Marketing Edible and Hair oil. * Was working as Sales Officer in **S.S.D.OIL MILLS CO.LTD**, which is in to Manufacturing and Marketing Edible Oil and Bakery Fats. |

**ORGANISATION EXPERIENCE**

**(A) Gemini Edibles & Fats India Pvt Ltd.**, a Hyderabad based Company , which is into Manufacturing and Marketing **Edible Oil and Bakery Fats.**

[www.gefindia.com](http://www.gefindia.com)

**Brand Name: Freedom Refined Sunflower Oil, Soya Bean Oil, First Klass Palmolien, Vanasapati and Bakery Fats**.

* **From JUNE - 2013 to till date working as Area Sales Manager for Kerala State and Chennai. (H Q – *Cochin*).**
* **From JULY 2010 to May 2013 working as Area Sales Manager for Tamil nadu . (HQ – Chennai).**

**Job Responsibility:**

* Administration and Management of Sales and Distribution Net work.(Primary and Secondary Sales )
* Rolling Sales forecasting on the basis of previous statistics, Current Market Potential and existing market scenario and management of the same from Factory to Consumer / Customer level.
* Development of Annual plan towards Primary, Secondary Sales and alignment of activities which facilitate the achievement of the plan.
* Planning, Organizing and executing the geographical expansion till the desired level of throughput from the targeted Market.
* Assessment of Infrastructure requirement; Sales forecasting, Territory expansion and Distribution Strategy.
* Assessment of requirement of Manpower to tap targeted market, employing them, giving them training inputs, assessing their performance, refining their working pattern, motivating and rewarding them.
* Achievement of “ Retail Performance Standard “ by guiding field force for maximum availability of the stocks at targeted retail universe with maximum SKU’s possible looking at the profile of the outlet.
* Work in close Coordination with Marketing and Trade Marketing department to ensure Secondary Sales and visibility by providing Merchandising , Display and Point of Purchase inputs , to ensure “ Selling out “
* Periodic meeting at Customer outlet to calibrate customer expectations, understand competitor plans in order to Proactively Counter competitive action.
* Providing accurate and timely reports of revenue and Sales figures.

**Achievements:**

* **As a team, consistently hit and Surpass Monthly Sales Target.**

* **( B) K.L.F Nirmal Industries Pvt Ltd ,**  which is in to Manufacturing and Marketing **Edible and Hair Oil.**

[www.klfnirmal.com](http://www.klfnirmal.com)

**Brand Name** **: Nirmal Coconut Oil and Nirmal Gingelly Oil)**

**December 2005 to June 2010 ,was working as Area Sales Manager for Tamil nadu**

**Job Responsibilities**

* Handled 62 Distributors and 6 Super Stockiest.
* Responsible for Primary and Secondary Sales.
* Responsible for new outlet addition Month on Month.
* Action plans for capturing market share from Competition.
* Having Proper Distribution, Mapping their areas, Outlet wise Coverage, Achievement of Targets, Motivating Sales People, Ensuring Product placement and Visibility, Competition feedback & Redressal of any Quality Related Grievances.
* I was also taking care of Key Account outlets to drive Sales of Product from their outlets before it was segmented. Ensuring placement of boards to further visualise our brands.
* Maintain excellent relationship with the trade as well as our first Customer ( eg: Disrtibutor).
* Analyze Sales outlet performance at regular intervals to initiate corrective action.
* Provide accurate and timely Reports of revenue and Sales figures.

**Achievements:**

* **Achieved over and above the Target set by the Management.**
* **(C) S.S.D. OIL MILLS COMPANY LTD**  , which is in to Manufacturing and Marketing **Edible Oil** **and Bakery Fats.**

**Brand Name: Supreme Vanaspati , Supreme Sunflower Oil, Bakery Fats)**

**June 2000 to November 2005 , was working as Sales Officer for Chennai .**

**Job Responsibilities**

* Responsible for Primary and Secondary Sales.
* Responsible for business planning activities like Sales forecasting, territory expansion and Distribution Strategy.
* Having Proper Distribution, Mapping their areas, Outlet wise Coverage, Achievement of Targets, Motivating Sales People, Ensuring Product placement and Visibility, Competition feedback & Redressal of any Quality Related Grievances.
* Provide accurate and timely Reports of revenue and Sales figures.

**Achievements**

* **Achieved over and above the Target set by the Management.**

**Key Result Areas:**

**Business Development**

* Analyze business potential, Conceptualize and execute Strategies to drive Sales , augment turnover and achieve desired targets
* Monitor competitor activities and devise effective counter measures.
* Identify new market segments; evolve market segmentation and penetration strategies to achieve product wise targets.

**Channel Management**

* Enable business growth by developing and managing a network of Channel partners across assigned territories.
* Guide and train partners to accomplish set revenue and business targets.
* Stream lining Distribution network to ensure smooth product movement and their ready availability at all times.

**Key Account Management**

* Interface with Individual / Key influencers among Corporates for ascertaining requirements, making presentations and delivering need based product solutions.
* Ensure speedy resolution of queries and grievances to maximize client satisfaction levels.
* Maintain excellent relations with clients to generate avenues for further business.

**Marketing**

* Develop and implement marketing plans with focus on planning for advertisement, Hoardings, Shop Front Activities and other Promotional activities.
* Ensure effective Merchandising and Display to enhance product visibility and drive volumes.

**Operations**

* Manage and monitor accounts /Cash –Flows/recoveries, and other credit control activities.
* Monitoring Stock function so as to curtail inventory holding expenses and adhering to minimum inventory levels to minimize wastage.
* Maintain excellent relations with Stockiest.

**Team Management**

* Manage training of sales teams, both In-house and at Channel Partners’ end.
* Create an environment that sustains and encourage high performance; motivate teams in optimizing their contribution levels.

**ACADEMIC CREDENTIAL**

* **MBA (Marketing),** from ***Sathyabama Engineering College***, **Chennai.** (Affiliated to **University of Madras**.)
* **B.COM**  from ***S.G.College ,*** , **Kollam** . (Affiliated to **University of Kerala**.)
* **Diploma** in Software Management from Aptech Computer Education, Chennai.

**Personnel Profile**

Date of Birth : 28 -05-1976

Marital Status : Married.

Languages Known : **English, Tamil, and Malayalam.**

Current Location : Cochin.

Hobbies : Music , Computer , Travelling , Cricket.

Date : 07 -07 -14

Place : **Cochin** . BINILKOSHY.