

~Management Professional ~
~ Sales ~ Distribution Management ~ Business Development ~

SNAPSHOT

- A result oriented professional with 10 years of experience in **GTM-Channel Sales, Distribution Management and Business Development.**
- **Presently Serving Hindustan Unilever Ltd as FSCE Key Accounts (Ghaziabad Zone)**
- **Served Vodafone as Assistant Manager – UP East.**
- Expertise in working in multicultural environments with distinction of understanding & exploring new markets for business growth and setting up/streamlining operations with efficient knowledge in region specific taste.
- Demonstrated abilities in cementing healthy relationship with the channel for generating business and leading workforce towards accomplishing business and organizational goals.
- **A Qualified Professional** who seeks to leverage experience and business acumen as well as learn from accomplished peers, while continuing to work in the industry.
- **A proactive planner** with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives & profitability norms.
- **Effective communicator & negotiator** with strong analytical, problem solving and organizational abilities.

SIGNIFICANT CONTRIBUTIONS ACROSS THE TENURE

- Won 4 Best performance award out of 8 for the year of 20-21 in Unilever.
- Won circle's best Vodafone AM quarterly Award for 2 times.
- **Foreign Trip Winner in Airtel for being amongst the Top 7 performers of the circle (2014).**
- Always the Top Performer in high value distribution sales in Airtel.

EMPLOYMENT RECITAL

FSCE Sales – Hindustan Unilever Ltd – Ghaziabad: Jan 2021 – Till date.

KEY RESPONSIBILITIES:

Objective Setting

- Monthly Business forecasting.
- Monthly objective setting.
- Quarterly Growth Plan (QGP) with AS&CM and adherence to the same.
- Customer and Infrastructure management.

Job Responsibility

- Ensure freshness of stock.
- Managing Stock Norms for CRS.
- Handling **GTM channel sales {Demand Capture & Demand Fulfillment}** and promotional activities.
- Planning marketing activity with channel partner and their execution.
- Supply chain and distribution management.
- Proficient in cementing healthy relationship with the Channel partners, wholesalers & retailers for generating business and leading work force (**4 TSO's & 107 SE**) towards accomplishing business goals.
- Handling (**RURBAN**) with the **POP 360 lacs, 18 distributors, 17500 retailers** & revenue of about **150 Cr** annual.
- New Distributor appointment, Dealer, Stockiest outlet expansion.
- Managing Teams/ field force of **107 Marketing Executives, 6 TL, 2 ABO & 4 Territory Sales Officers.**
- Development of the field force through proper training.
- Follow the guidelines of regulatory and fulfil the norms (Documentation).
- Cascading of new things (Trade push & Trade pull) Availability, Brand visibility & Planning.

Operationalize new products & consumer promos

- Ensuring execution of Trade Marketing Strategy goals
- Ensuring execution of schemes, consumer promos & new product launch
- Ensure visibility implementation & Merchandizing.

People Management

- Conducting classroom training for Route Sales Agent ME / TSO.

Coverage

- Identify Market benchmarking and best practices.
- Ensuring Effective Coverage Outlet (**ECO**) at territory level.

Commercial control

- Systems adherence (PDP adherence, Cheque's availability) Claims – ensuring.

Territory Sales Officer @ Hindustan Unilever Ltd – Apr 17 – Dec 20.

Locations- Varanasi- Jaunpur, Bhadhoi, Allahabad, Azamgarh- Ballia, Mau, Gazipur.

- Handling channel sales and promotional activities.
- Planning marketing activity with channel partner and their execution.
- Supply chain for trade and distribution management.
- Proficient in cementing healthy relationship with the channel partners & retailers for generating business and leading work force towards accomplishing business goals.
- Trade marketing engagement, Loyalty program management SSM/GN/Fancy/Chemist outlet enrollment.
- Handling rural & urban area with the pop 90 lacs, 8 distributors, 6000 retailers approx. & revenue of about 48 Cr.
- Distributor scouting & appointment, dealer, Stockiest outlet expansion.
- Managing Teams/ field force of 38 Marketing Executives & 2 TL.
- Development of the field force through proper training OJT.

Assistant Manager – Distribution & Sales- Vodafone Ltd (Kanpur, Jhansi Zone) – From Aug 15 till Mar 17.

Notable Attainments:

- Managing operations in terms of quality acquisition and revenue.
- Prepaid and MNP acquisition, deliver Revenue targets and ensure DB to be met.
- Ensure all SKU and services reach in every Network covered area with maximizing the counter share
- Deliver Productivity per employee-100% improvement in PSR-RM productivity on prepaid, MNP and Revenue.
- Team building and skill development of team to make them ready for next roll.
- Appoint and train future ready distributor who can shine in new digital industry environment
- Query Addressal On-boarding of new channel partners On-time Payouts, Issue Settlement.
- Brand visibility score at the retail outlets - including activities such as availability of marketing material etc.
- Competition Profiling to stay ahead of competition in terms of acquisition GAS and Distribution Infra (URO, UAO)

Notable Attainments:

- Managing Prepaid acquisition, MNP acquisition & deliver Revenue targets.
- Availability of entire SKUs and maximize the reach of distribution.
- Brand visibility score at the retail outlets - including activities such as availability of marketing material etc.
- Channel Management efficiently tracked monthly performance (through put, inventory mix and level, ROI of all CPs) against plan and proactively identified solutions to close performance gaps, if any.
- Managing the Customer Care Executive operations for resolving customer complaints in the rural markets through ADVMS.
- Team management, PSR tracking in terms of the targets assigned for the rural territories.

Notable Attainments:

- Monitored appointment of distributors in new places where there was market feasibility.

Territory Sales Manager with Bharti Airtel Limited Oct 13- Jul 15. UP East)

- Responsible for the business development, growth of revenue & market share, profitability management.
- Supervised in assessing Market Information System to ensure effective plan of action.
- Planning and coordinating the sales force with a view of Market expansion for organizational benefits.
- Control - Planning and Judicious utilization of Sales, distribution, and Promotional budget for increasing business.

SCHOLASTICS

Bachelor of Art in Economics.		CSJM University Kanpur	59%
MBA		Integral University Lucknow	75%

PERSONAL DOSSIER

Date of Birth: 12 May 1989
Languages Known: English, Hindi.

PLACE:

Dinesh Kaushal

