**SAGAR MEHTA**

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Specialization in General Trade, Institutional Trade, Retail Marketing, Organised Trade, Sales and Distribution Management, Channel Sales

### Career Highlights

A result oriented professional with more than **13+ years** of experience in:

- Channel Sales - Retail selling - B2B

- Business Development - Sales and Distribution Management - Team Building & Leadership

* Currently employed with ***Marico Limited*** in Mumbai as a Senior Territory Sales Executive for General Trade Accounts handling all Portfolios {Edible Oil, Hair Oil, Foods, Cosmetics} **July 2019 - Present** {Increased Sales by 10% each year from 8 Crores to 9 Crores}
* Previous employment with ***PepsiCo India Holdings Pvt Ltd*** in Mumbai for **July 2007 – July 2019**

Last Assignment as an Area Sales Incharge for General Trade Accounts handling Beverages Portfolio {Increased Sales by 5% each year from 12 crores to 12.5 crores}

* Handled entire **Goa Territory** for Premium Business (**Brand Tropicana**) as an Area Sales In charge for General Trade & Institutional Customers {Turnover – ***36 Crores*** Annually}
* Handled Central & Western Suburbs Areain Mumbai as an Area Sales Incharge for Key Accounts in ***Horeca channel*** handling Beverages, Juices & Foods Category
* Was in charge of handling **Hub & Spokes Model** to supervise Sales & Distribution of 13 Spokes in Central & Harbour area of Mumbai handling General Trade Outlets for Beverage Category
* Was employed with ***Nitco Tiles Ltd*** in Mumbai as a Sales Executive for 1 year and was responsible in selling Marble products for Central area, customers including architects, builders & retail outlets

# Academic Credentials

* Masters in Management Studies – Marketing Specialisation passed with first class from Lala Lajpat Rai Institute of Management, Mumbai University in 2006
* Bachelor of Management Studies – Marketing Specialisation passed with First Class from Guru Nanak Institute of Management, Mumbai University in 2003

**Professional Synopsis**

**Marico Limited**

**One of India’s leading consumer goods companies providing consumer products and services in the area of health, beauty and wellness {Parachute, Saffola Gold, Jasmine, Aloe Vera, Livon, Hair & Care, Nihar Shanti, Saffola Oats, Set Wet}**

**July 2019 - Present Territory Sales Executive Marico Limited**

***Role:***

* Responsible for handling New Age Go to Market General Trade Distribution for Central Mumbai
* Leading a team of 11 Sales Representatives spread across 2 distributors covering an outlet base of over 1300 outlets which generates business of 1.25 Crores per month
* Driving secondary sales through effective sales call procedure and BTL activities across Central Mumbai
* Responsible for identifying gaps, analysing sales report, brand performance to formulate the growth plan for different brands in my territory
* Delivering 100% targets month on month through Planning and Review, Territory Management (Distributor Management, DSR Management, Outlet Management) & Systems & Processes adherence)
* Driving the Organisation KPIs – Brands Per Day, Effective Coverage, Mandays, New Outlets Opening
* Focussing on New Product Development and executing company’s strategies
* Product Execution in the market & coaching DSRs on the job

**PEPSICO India Holdings Pvt Ltd**

**One of the largest leading FMCG Manufactures and Marketing a wide range of quality Juice, Soft Drinks and Food Stuff, with popular brands like Pepsi Range, Tropicana, Gatorade, Lays, Kurkure, Slice, Dukes Soda, Lemonade, Himalayan Mineral Water, Aquafina, 7Up, Mirinda, Mountain Dew, Sting etc.**

**July 2007 - July 2019 Area Sales Incharge PepsiCo India Holdings Pvt Ltd**

**General Trade**

* Responsible for Volume Delivery and Growth for the territory assigned
* Was responsible for Key Accounts Volume
* Was responsible to drive Key Performance Indicators as per Company standard
* Was responsible for New Product launches and driving its width and depth
* Distributor Handling and managing their growth and sustaining a profitable operation
* Ensuring distribution to all retail outlets by managing and developing the distribution network
* Responsible for Recruiting, Training, Leading & Motivating the Team of Sales
* Devising & implementing discount and credit policies of the territory in accordance with the company norms
* Organizing and executing sales and market plans to tie in with the company’s overall promotion strategy which includes Event management, merchandising, local brand promotions, display programs

**On Premise (HoReCa)**

* Handled Star Hotels, Fine Dine Restaurants, Offices, Food Courts, Cinema, Lounge Bars, Pub’s, Corporate Canteen, College Canteen, & Catering Channel business for CSD, Tropicana, Himalayan & Foods range in Mumbai by handling a Team
* Enter into agreements with Institutional accounts based on company terms and conditions Track sales figures of various brands at the chain accounts and institutions on weekly basis
* Design various promotional & in premise activities for maximizing sales and create brand awareness in the market thereby achieving sales & brand growth
* Coordinated with the BDM / CDM of various brands for the market / competitors updates, new product development, budgeting, same store growth for designing business plans and modules

**Spokes**

* Was responsible for Sales & Distribution of 13 Spokes through Hub & Spokes Model
* Was engaging with distributors for increasing business & range, solving issues & New Products
* Opened 2 new spokes to capture untapped markets to increase distribution & business

**Nitco Tiles Limited**

**The NITCO group consists of NITCO Wall and Floor Tiles, NITCO Marble and NITCO Art (Mosaico and Intarsia) To improve the quality and design of products and to constantly increase customer focus**

**July 2006 - July 2007 Sales Executive Nitco Tiles Limited**

***Role:***

* Was responsible in sales execution of Marbles to Architects, Builders & Retail Outlets
* Fulfilling the needs of art & design as per customer requirements

**Professional Achievements**

* Won accolades for highest selling of Aquafina in territory
* Won laurels for completing target of Pepsi, 7up, Mirinda
* Won laurels for crossing 1 million mark as an OT team
* Won Spot Award for Key Accounts in On Premise Channel for opening new accounts
* Won Best Customer Executive award for Key Accounts in On Premise Channel twice

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