

ASHISH KUMAR MOHARANA

Mobile:8895827921

Email: ashishmoharana@gmail.com

Objective

- Dynamic and diligent professional with extensive experience in Channel Sales & Dealer Management, Currently designated as Senior Sales Officer at Indigo Paints Ltd.
- Expertise in enabling business growth by developing and managing Primary sales across assigned territories and guiding Sales officer and set revenue and business targets.

Working Experience

INDIGO PAINTS LTD.

Duration: November 2014 to till date

Territory: 5 Districts of South Odisha.

Designation: **Senior Sales Officer**

Achievements:

- Appointed as a Sales officer in 2014 Nov.
- Promoted to Senior Sales Officer in 2019.
- Awarded for 6 years consecutively for achieving annual revenue target.
- In 2020-21 achieved **Annual award for recruiting most no of Dealers** across all Sales officers in the country .

Roles and Responsibilities:

- Ensuring fulfilment of dealer wise sales plans by proper execution of monthly promotional schemes.
- Appointing new dealer to expand the overall sustainable sale potential in the territorial market.
- District/Dealer level data analysis to identify gaps and drive necessary Initiatives
- Managing BTL executive for South Odisha and monitoring regular enrollment and activation of contactors and maximizing contractor engagement in promotional scheme
- Organized 50+ Contractor meets in Q1 2022-23 for product awareness, during new product launch and new dealer appointment

VeekesyPlastomers (I) Pvt Ltd, Kerela

Duration: June 2009 – Oct 2014

Designation: Sr. Executive-Sales & Marketing

Covered Area: Odisha.

Job Profile:-

- Appoint Potential Dealer with strong in financial and Market in that District.
- Market Survey in all over Odisha and Chhattisgarh where our Dealer is Exist.
- Quickly solve the problem if any quarries arise in the market.
- Aware the market and Dealers if company announces the schemes and Target bonus.

Academic Qualification

DEGREE	NAME OF THE UNIVERSITY / INSTITUTE	YEAR OF PASSING
MBA	INSTITUTE OF MANAGEMENT, BHUBANESWAR	2006
BSC	ACADEMY OF TECHNOCRATS, BERHMAPUR	2004

STRENGTH

- Eagerness to learn and acquire new skills.
- Ability to work in a team, co-ordinates its activity and manage the team.
- Very hardworking and conscious at my work.
- Always in a positive attitude.

Personal Details

Date of Birth : 03/11/1983
Gender : Male
Languages Known : English, Hindi, and Oriya
Current Location : Berhampur
Hobby : Travelling and playing outdoor games