

# BIMAL GIRGLANI

Email : bimal\_relish@yahoo.co.in

Mobile: 98792 05678

## Objective

Passionate sales manager with 10+ years of work experience in FMCG industry and Ceramic Tiles Industry combined. Seeking to use solid organizational and management skills to raise organizational profitability as well as upliftment of my personal growth.

## Career Profile

- I am having total work experience of 10 years which comprises.
  - 7 years of experience in FMCG Industry.
  - 3 years of experience in Ceramic Tiles Industry.
- **Om Tiles** - Being in charge of Sales and Marketing, I have personally handled product lines in –
  - Gujarat
  - Maharashtra
  - Uttar Pradesh,
  - Haryana,
  - West Bengal
  - Punjab.
- **ITC Limited** - being in charge of divisions like Cigarette, Foods and Personal Care. I have individually handled **Ahmedabad** City Section, **Bharuch** Dist Section & **Junagadh** Section which included all the aspects starting from distribution of ITC products to the launch of new products.
- I ensured high quality **execution of brand inputs** along with their **visibilities in outlets** in order to ensure secondary sell out of the brands in the respective outlets.
- I have actively participated in **Brand Launches coordinating & synchronizing all aspects of the event.**
- I have proactively tried new approaches at my distributor level in order to ensure a smooth supply chain of stocks starting from procurement to delivery to the distributor. I have driven a team at number of occasions in order to achieve targets by motivating them with the right and ethical methods

### **Brands handled:**

**Om Tiles** – Solarium, Secoora, Welcome, Multi Stone, Millennium, Proton Etc.

**ITC Limited** -Sunfeast (Biscuits, Pasta), Candyman (Confectionary), Ashirwad (Atta, Salt, Gulab Jamun), Bingo (Chips & Bridges), Yippee (Noodles)

At a number of occasions I have experimented my creativity by giving a creative bend to our visibilities and monthly scheme inputs which in turn resulted in increased sell out and helped in primary sales focus.

### **Work Experience (10 Years)**

#### **Current Employer:**

**Organization :** Om Tiles (Trading Firm)  
**Duration :** 1st September 2019 to Present  
**Designation :** Partner  
**Department :** Sales & Marketing  
**Location :** Morbi

#### **Previous Employer:**

**Company :** ITC Limited  
**Duration :** 1st July 2009 to August 2016  
**Designation :** Area Executive  
**Channel :** General Trade  
**Department :** Marketing – TM & D (Trade Marketing & Distribution)  
**Branch :** Ahmedabad  
**Markets :** Ahmedabad City Section & Bharuch Dist. Section & Junagadh Dist. Section

## **Job Responsibilities:**

### 1. Sales Focus

- Achieve agreed sales targets for the section
- Plan and design a strategy for focus brand and small sellers

### 2. Implementation of TM & D - (Trade Marketing & Distribution)

### 3. Implementation of category / brand input plans

#### Develop Section as a business contributing unit for the Circle / Branch through

- Effective outlet level planning & budgeting
- Effective utilization of resources in terms of man power, budget & time
- Effective quality execution of all planned activities
- Effective evaluation & prompt feedback

### 4. Competitive feedback

- Monitor competition activity for section markets through market reports
- Provide constructive recommendations for countering competition

### 5. Stock Control

### 6. Market Knowledge

- To possess a complete territorial knowledge
- Knowledge of brands, prices, margins and activities of both own products
- To develop superior trade relations with key trade members

### 7. WD (Distributor) Operations

- Updation of backend systems:
- Effective WD functioning
- Updation of all relevant records at WD shop and SCP

### 8. Code of Conduct and compliance of all statutory / regulatory norms

### 9. Training & Development

## Academic Profile

PGDM (Marketing) – Tolani Institute of Management Studies, Adipur- March-2009

## Computer Proficiency

- MS Office (Word, Excel)

## Strengths

- Good Communication Skills
- Adaptable to technologies
- Flexible and Versatile
- Thrive in deadline-driven environment
- Good team player

## Personal Details

Date of Birth : January 22nd, 1986

Languages Known : English, Hindi, Gujarati, Sindhi

Intrests : Current Affairs , Politics, Debate and discussion, Roaming and Dancing

**(BIMAL GIRGLANI)**