

RESUME

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- **More than 14 yrs experience in Retails, General/Mordern Trade.**
- **Having expertise in Anti-Microbial Surface Coating (Long Lasting Disinfectant) technology in India.**

WORKING EXPERIENCE: Jan 2005 to Jan. 2023 (14.6 yrs)

CAREER HIGHLIGHT :

- Worked as a **Sales Officer** in **SIFY LTD.** From Jan 2005 to July 2007 in Lucknow
- Worked as a **Store Manager** in **THE MOBILE STORE** from Oct. 2008 to Dec. 2010 in Lucknow
- Worked as an **Area Sales Manager – East U.P.** in **MHS Food & Marketing Pvt. Ltd. A Marketing Partner of Apricot Foods Pvt. Ltd., Rajkot, Gujrat** from Sep. 2012 to April 2017
- Worked as a **Territory Sales Manager (Marketing)** in **STERLING AGRO INDUSTRIES LTD. (Butter Division) H.Q. : Agra** from June. 2017 to Oct. 2018
- Worked as a **Regional Sales Manager, in Quershi Masala (Mughalia Spices) Lucknow** from Nov. 2018 to Nov. 2019.
- Last assignment with **PROSEGUR, Delhi** as a **Regional State Head** from Dec. 2019 to Jan. 2023.

PROSEGUR
Dec. 2019 to Jan. 2023

Delhi

PROSEGUR is a leading developer and supplier of innovative and Specialty Silver based active ingredients. AQUOS™SILVER PUT is WALL PUTTY, POP AND PAINT (ANTIFUNGAL TREATMENT) Which provide complete solution from Fungus, Algae, Paint Peeling & Black Molds. Also involved in Home Care, Hand Sanitizers & 3rd Generation Disinfectants etc.

Products : AQUOS BRAND NAME
Construction Chemicals
Hand Sanitizer
Home Care
3rd Generation Disinfectants (Silvernano Particals)

Designation:
State Head

Area of Responsibilities:

- Business Forecasting for next 3 months (Planning and Execution)
- Product Launching (General Trade). Business Expansion – through Super Stockiest's & Distributors
- Focusing on Lead Generations.
- Products Budgeting (Sales, Marketing & Incentives)
- Product Training
- Identified the potential Channel Partners – Enrollment of Water Proofing Expert.
- Products placement at Retails counters/Stock Liquidation through Lead Generations.
- Focusing on Local Applicators Enrollment.
- Educate the Applicators about Execution.
- Conducting Applicators/Painters meets.
- Focusing on ground level executions as well as Local Bulk Business (Hotels, Restaurants & Hospitals)
- Providing Local Marketing Supports. Site Visits etc.

B2B/Insitutional Sales:

- Small/Medium size business hub
 - Hotels, Restaurant, Gyms, Nursing Homes etc.
 - Amazon, Flipcart warehouse
 - Schools & Colleges etc.

Working Area's:

- Delhi, Lucknow, Kanpur, Agra, & Barailly
- Ambala, & Chandigarh

QUERESHI MASALA

U.P.

Oct.. 2017 to Nov. 2019

QUERESHI MASALA, Lucknow (India) from 2006 with following the traditional root for end customer's to enhance their kitchen strength with Mughalia Aroma. In 2006, QUERESHI MASALA start there journey under the supervision of **Mr. Usmaan QUERESHI** (The best renowned Mughalai Chef). With having wide experience to served India's renowned **Hotels and Restaurants**.

Designation:

Regional Sales Manager
General & Modern Trade

Area of Responsibilities:

- **General Trade :** **Uattar Pradesh**
Business Generation for Company through appointment of Distributors network at Lucknow, Gorakhpur, Allahabad, Varanasi, Azamgarh, Balia, Kanpur, Agra, Meerut, Barailly, Aligarh (U.P.), & Ajmer (M.P.)
- Product Launching – Introduce our product in Market.
- Developing Business – Assigning the network of Super Stockiest & Distributors in U.P.
- Tour Plan – Proper visiting on exiting point and focus to filled new area's of U.P.
- To give special attention on week points for boost the productivity.
- Products placement in Retail shops & enrolling new outlets.
- Proper upgradation reports of Stock Liquidation at Retail Counters & Repeat SKU's.
- Managing Stock Liquidation Reports at S.S & Distributors ends.
- Maintaining/Monitoring regular beat visit by Sales Force with me and focus to increase in business volume in assign territories.
- Fulfilling stock requirement at business point and maintain stocks availability.
- Taking day by day report on Business Competition.
- Proper following the execution of business scheme in the markets.
- Taking feedback of New Products which newly introduce in markets.
- Team Building – Appointment Sales Staff (S.O.'s & S.R.'s) in required area's.
- Provide Products Training and introduce them for new scheme to enhance to productivity.
- To focusing on Primary and Secondary Sales by taking daily sales report by team members.
- Highly optimistic on stock liquidation to avoid the damages, expiries and over stocking.
- Focused to achieve Quarterly/Monthly Targets.
- Team Handling.
- Making MIS reports

New Focusing Area's :

- Endorsing our products in Local Meat Shopes.
- Enrollment local Non Veg. Restrorents/Hotels etc. through Distributions network for Bulk Sells

a) Mordern Trade :**U.P., Haryana & Punjab****Easy Day :**

Make Tieup with Eassy day for North India

U.P. (W)	30 Stores
U.P.(E)	34 Stores
Haryana	42 Stores
Punjab	108 Stores
J & K	12 Store Still vacant
Uttarakhand	21 Stores Still Vacant

- Takeing care of all stores in respected territories.
- Focusing on Stock availibilities/liquidation.
- Proper co-ordination with conserting persons.
- Issues revolving regarding payment outstanding/proper stock delivery at D.C.

Big Bazaar :

U.P.(E) 12 Stores (Lucknow, Kanpur, Allahabad, Varanasi & Gorakhpur)

- Participating in Malls activities.
- Proving best Sales & Marketing support.
- Introducing Sales Scheme according to need.
- Appointment of Sales Staff in respected outlets if required.

TECHNICAL QUALIFICATION:

- Completed 6th Month Advance Diploma in Computer Application from "MARVEL INFORMATION" in Lucknow
- Typing skill -- English : 45 wpm
-- Hindi : 35 wpm

COMPUTER KNOWLEDGE:

Operating System -- Window 98, ME, 2000 & XP
Software -- Aldus Pm 5.0 & 6.5
Corel 9, 10 & 11
Photoshop 7
Office 95 & MS 2000

EDUCATIONAL QUALIFICATION:

Graduation	---	1999	---	University of Lucknow
Intermediate	---	1996	---	U.P. Board
High School	---	1994	---	U.P. Board

PERSONAL DETAILS :

Father's Name	:	Shri S.K.Sonker
Date of Birth	:	10th December 1978
Sex	:	Male
Marital Status	:	Married
Nationality	:	Indian
Languages known	:	Hindi & English

Date :

Place : Lucknow

(DHIRAJ S SONKER)