


A Rajagopal Balaji

Asst. General Manager - Sales

 rajagopalbalaji1969@gmail.com

 +91 805 610 0750

A seasoned sales professional with over **35 years of experience in Sales & Marketing**, recognized for contributions to **record-breaking sales figures, onboarding new distributors, expansion of businesses in multiple territories, campaigning, and placing new products in FMCG, HORECA, and Bakery markets**, and **creating brand awareness**.

I have also been **leading and enabling sales teams for over 29 years**, by identifying the appropriate skills, grooming them to achieve greater heights, and staying updated with knowledge about current market practices. **Fearless pitcher** and **expert presenter, negotiator, and closer**.

Areas of Expertise

- Team Management
- Vendor / Distributor Management
- Market Development
- Sales Closing Strategies
- Sales Training
- Data Management
- Marketing Strategies
- Complex Negotiations
- Presentations & Proposals
- Relationship Building

Industries Handled

- Bakery
- HORECA
- Modern Trade
- General Trade
- Retail

Territories Handled

- Tamil Nadu
- Pondicherry
- Karnataka
- Andhra Pradesh
- Telangana
- Kerala
- Andamans

Professional Summary

Pristine Ingredients Private Limited (IFFCO, UAE)

Service period from 3F FUJI Foods Pvt. Ltd.

Products & Brands Handled:

- Pristine Non-Dairy Whip Topping
- Pristine Champion Cooking Cream
- Pristine Soft Mix

3F FUJI Foods Private Limited

Asst. General Manager - Sales (1-Jul-20 to 31-Aug-20)

Zonal Manager - Sales (20-Sep-17 to 31-Jun-20)

Products & Brands Handled:

- VIVO Non-Dairy Whip Topping Cream
- VIVO Cooking Cream
- VIVO Soft Mix

3F Industries Limited

Formerly Foods Fats & Fertilizers Ltd.

Asst. General Manager - Sales & Marketing (Apr-16 to Sep-17)

Marketing Manager (Oct-13 to Mar-16)

Regional Sales Manager (Oct-10 to Sep-13)

Products & Brands Handled:

- Specialty Fats / Bakery Shortenings
- Margarines
- Mello Table Spread
- VIVO Royal Creme - Non-Dairy Whip Toppin Cream
- Mello Compound Chocolate

Dhariwal Industries Limited

Area Sales Manager (Apr-07 to Sep-10)

Products & Brands Handled:

- RMD Premium Paan Masala
- RMD Paan Masala
- Oxyrich Mineral Water

Other Activities

- Conducted over 1000 demonstrations for Bakery Masters along with Chefs for Bakery Fat, Non-Dairy Whipping Cream, & Compound chocolate over a period of 10 years.
- Managed Expos & Events like Aahaar, ITPO, TNBF Expo, KBOA, etc.
- Conducted 37 Bakery Meets for Chefs, Bakery Masters & Bakery Owners.
- Arranged and conducted "Cake Competition" for Bakery Masters and Chefs from various institutions.
- Conducted seminars in colleges for Catering Technology students
- Planned & Executed multiple other marketing activities

Languages

English

Tamil

Telugu

Education

B.A (Corporate Secretaryship)
The Madras University

D.B.M (Diploma in Business Management)

Hindustan Chamber of Commerce

Aug-01 to Mar-07

FMCG India

Regional Sales Manager

Products & Brands Handled:

- Magic Night Mosquito Coils
- Pooja Agarbatthies
- Magic Masala & Spices

Concept Foods Pvt. Ltd.

Area Sales Manager

Products & Brands Handled:

- Sunrays Fruit Bar
- Turmint - Cough Drops
- Hatrick - 3 in 1 Candy
- Jus Cook - Potato Flakes

Jul-2000 to Aug-01

Apr-98 to Jul-2000

P. Vencatachellum Condiments

Consumer Products Division

Regional Sales Manager

Products & Brands Handled:

- Royal Masalas
- Royal Spices

Rotomac Pens Limited

Area Sales Manager

Products & Brands Handled:

- Rotomac Pens /Pencils/ Refills
- Edding - Markers & Highlighters

Apr-97 to Mar-98

Sep-94 to Apr-97

FMCG Marketing Pvt. Ltd.

Regional Sales Manager (Apr-95 to Apr-97)

Area Sales Manager (Sep-94 to Mar-95)

Products & Brands Handled:

- Ambica Agarbatthies
- Jovan Talc & Perfumes

Velvette International Pharma Products Ltd.

Dy. Area Sales Manager (Dec-93 to Sep-94)

Sales Executive (Nov-92 to Nov-93)

Sr. Sales Officer (Oct-91 to Oct-92)

Sales Officer (Sep-90 to Sep-91)

Marketing Investigator (Feb-90 to Aug-90)

Products & Brands Handled:

- Velvette Shampoo
- Nivaran 90 Cough Syrup (OTC)
- Sayanora Anti Lice
- Talcum Powder
- Agarbatthies
- Rani Pickles / SUJA Jam

Feb-90 to Sep-94

Apr-87 to Jan-90

Godrej Soaps Ltd.

Interim Salesman

Products & Brands Handled:

- Toilet Soaps
- Detergents
- Personal Care Products
- Cosmetics