

## CURRICULUM VITAE

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### **ANKIT DHANCHOLIA.V**

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### **Career Objective:**

To lead, challenge and be challenged in a marketing strategy or business/market development position. Analyze and improve marketing, sales and operational performance. Develop products, markets and relationships.

To continue my career with an organization that will utilize my Management, supervision & administrative skills to benefit mutual growth and success.

### **Work Experience:**

- Working as a Territory Manager from Mar 2019 with **M/s. Roche Diabetes Care India Pvt Ltd, Chennai.**

### **COMPANY PROFILE**

Roche Diabetes Care is a pioneer in the development of blood glucose monitoring systems and a global leader for diabetes management systems and services. For more than 40 years, the Accu-Chek brand has been dedicated to enable people with diabetes to live life as normal and active as possible as well as to empower healthcare professionals manage their patients' condition in an optimal way. Today, the Accu-Chek portfolio offers people with diabetes and healthcare professionals' innovative products and impactful solutions for convenient, efficient and effective diabetes management. It encompasses blood glucose meters, lancing devices, data management systems and education programs – contributing to an improved medical outcome.

## **Roles & Responsibilities:**

### **1) Planning**

- Providing information on the market environment to help estimate the Demand of specific Products on a yearly basis
- Submitting the inventory requirement at distributor level to ASM as per sales Plan
- Preparing the sales promotion plan through field activation programs,
- Merchandising Activities and other activities as designed by Marketing Team as applicable
- Providing competitor Information and feedback on the category and business
- Informing to ASM the stock availability of promotional materials

### **2) Sales Promotion**

- Executing the sales promotion plan on a monthly basis
- Making a proper record of all the sales promotion activities and their expenses along with the sales generated from the promotions (feedback on efficacy of the various programs)

### **3) Sales**

- Ensuring execution of SKU Wise, Monthly Achievement of Sales Plan
- Ensuring month wise achievement of Targets by generating secondary sales in market

### **4) Distribution Management**

- Monitoring Distributor Performance
- Reviewing existing distribution network & on a need base propose appointment of New Distributors
- Proposing termination of Non-Performing Distributors
- Motivating the distributors & dealers with regular communication by phone, letter or visiting them. Sort out their issues & concerns regarding accounts, price, competition, demand generation & schemes
- Organizing distributors & dealer meetings in alignment with Marketing strategies

### **5) Others**

- Ensuring Monthly collection by continuous follow ups
- Addressing all the complaints / suggestions received from the distributors /dealers /customers by forwarding the same to customer care
- Monitoring all activities pertaining to competition in the territory and report the same to ASM on a regular basis
- Ensuring Daily reporting of the customer visits as per the work norms designed from time to time

- Worked as a Senior Business Development Executive from Sep 2018 to Feb 2019 with **M/s. Funfinity Learning Solutions Pvt Ltd**, Teynampet, Chennai.
- Worked as a Marketing & Business Developer from May 2015 to Aug 2018 with **M/s. Ganpati Organic Distributors**, Tondiarpet, Chennai.
- Worked as a Marketing Executive from Sep 2013 to April 2015 with **M/s. Venkatesh Trading Company, Parrys**, Chennai.

### **Managerial and Functional Skills:**

- Customer relationship management
- Developing, implementing and executing strategic plans for marketing & sales
- Leading directly/indirectly more than 10 subordinates of various departments
- Analyzing and forecasting the market demand, closely monitoring of product wise sales report
- Advertising, promotion & campaigning of products and services through electronic media, local magazines etc.
- Monitoring the market trend, other brand products to gain competitive advantage
- Order management and product distribution.
- Regular review on Accounts receivables and Accounts payables.
- Inventory audit.
- Regular communication with company's Regional Head, Area Sales Manager to know about the demand and supply of products, discounts & schemes and provide customers feedback.
- Claiming refund on damage/expiry goods.

### **Educational Qualification:**

<b>S.no</b>	<b>Name of the Institute</b>	<b>Degree</b>	<b>Year of completion</b>
1	D.G.Vaishnav College, Arumbakkam	B.com (C.S)	2013
2	St. Thomas Matric Hr Sec School, Tolgate	12 <sup>th</sup>	2010
3	St. Thomas Matric Hr Sec School, Tollgate	10 <sup>th</sup>	2008

- Worked as an intern at **M/s. Rajesh Samdaria and Associates, Chartered Accountant, Chennai** for the period Sep 2012 to Sep 2013

**Personal Forte:**

- Adaptability, flexibility & hard working
- Innovative
- Effective communication.
- Result oriented.
- Good in building & maintaining relationships

**Skills:**

- Languages known : English, Hindi, and Tamil.
- Computer skills : MS Office ,Tally ERP and Sales force Application

**Declaration:**

I hereby affirm that all above given information is true to the best of my knowledge.

Place: Chennai

Ankit Dhancholia. V