



Mohasin.Md

Head -Sales & Operations-Retail

Hyderabad. India

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B-COM MBA -Marketing

DOB: 10th December 1984

Key Skills

P&L Management

Revenue & EBIDTA Growth

Business Strategy &Execution

New Business Development

Strategic Alliances &Partnerships

Profit Centre Operations

Team Building &Leadership

Key Account Management

Commercial &HR Operations

Channel Management Territory Mapping

Sales &Marketing- New Product Launch

Forward Thinking & Calculated Risk Management

Go-to Market Strategy

Budgeting & Forecasting Strong Analytical Skills

Trade &Consumer Scheme Planning

Appointing & Controlling of Supply Chain (SCM, CC, DP)



About Me

I am a Visionary Leader who can Inspire my team to be the best they can be, whilst focusing intently on the strategic aims of the organization. Proficiency in formulating, developing, and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through

MBA with 17+Years of Rich Experience in Sales Operations &Marketing ,P&L Management in FMCG Food /Personal Care/Beverages and Telecom Sector. General Trade -B2B -Horeca -Retail & MT across Andhra Pradesh

Strategic Planning

Sales Marketing

P&L Management

Professional Profile -----

- An accomplished Professional with consistent success of over 17+years in achieving sustained revenue and profitability growth in dynamic &changing markets
- Currently working as a Head Sales &Operations with Nava Bharat Limited,; leading teams for business worth 2240 million (224 crores) in revenues per annum; driving sales &Operations and growth strategies for the company.
- The team is built from scratch 1BDM ,5 ASM; s ,10 TSM's,20 TSI's 25 ISR's
- 260 channel partners (distributors)were built from scratch by the team
- Collaborated with Marketing, finance, HR, Supply chain and other key stakeholders to understand customer insights and executed customer centric market/innovative schemes and Programs, which increased the sales and margin growth 285% the Margin Increased from Rs 0.70/-P to 2.00/-Perkg
- Awarded Top Sales Leader of the year in 2016 with INR 10crores net team sales achievement, closed the year at 63% to annual quota
- Successfully managed P&L responsibility by double digits in consequent years. launched startup business that grew from INR 0 to 108 crores in just one year
- Logistics costs reduced from Per kg 2.60/- to Perkg 1.35/- (Nava Bharat LTD)
- In order to reach rural areas, implemented Van sales "Pallekupodam chalo" Reached 120 villages per day
- Formulated plans translated product &business strategic into executable channel plans and drove implementation in Southern states (AP&TS) with a team of 61 members
- An effective leader with excellent communication, negotiation and relationship building skills



Soft Skills



Communicator



Collaborative



Thinker



Innovative



Intuitive



Education

MBA (Sales &Marketing management) from Osmania University, Hyderabad in 2011
Bachelor of commerce from Osmania University, Hyderabad in 2004



Languages Known: English, (Fluent) Hindi Telugu Urdu ((Proficient)



Career Timeline

VVD and Sons Pvt Ltd, AP&TS

Area Field Executive

Aug'2004 - Feb'2010

Reliance Com

Retail Manager-Distribution Lead

Nov'2012 - Dec'2015

Nava Bharat Limited-India

Head-Sales & Operations

April'2019 - Present

PepsiCo

Territory Development Manager

Southern Health foods

Area/Regional Manager



Work Experience

April'2019-till date

Regional Head -Sales & Operations -India



Nava Bharat Limited **STARTUP** Edible oil -FMCG - Hyderabad

Brand Building Activities ,



promotional Activities



Being Head -Sales & Operations -Retail , into the company that has started retail operation from the scratch came with loads of challenges internally as well as externally

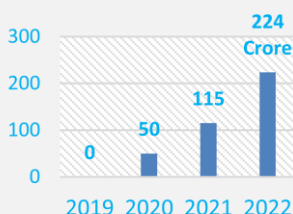
However, the strategy I had worked on is to build a strong team and make them realize that the goal/success can be achieved by putting efforts in the right direction. And while doing so no product, price or any such problem becomes a hurdle. This exactly worked and as a leader I have navigated the entire show to the best of my capabilities and learned the finer aspects of leadership by setting an example

Full P&L and sales operational responsibility of the Retail business. Overseeing 61 employees and 06 direct reports spanning across Andhra &Telangana part of MH in India, Heading top-line and bottom-line revenues for all RCP division

Significant Achievement

- * Formulated and executed go-to-market strategies that leveraged tremendous opportunities of growth in revenue from scratch to 2240 million(224Crores) for consumer pack products in Andhra &Telangana and part of Maharashtra region
- * Created an exceptional business plan, organization and sales and operations infrastructure for Andhra and Telangana region which maximized team effectiveness and allowed quick rollout of programs and products growing Rural /Semi urban sales from scratch to INR 50 Crores in a short span of 8 months
- * Established from scratch 260 sales distribution channels in over Andhra & Telangana Region, contributing Consumer pack 32% company's sales revenue
- * Organized and implemented new product launches with distributors, around from scratch to 22000 outlets were placed our products, effectively 12 months, tracked and addressed sales performances
- * Allocated budgets to support channel partner programs, identified and nurtured key solution providers for leveraging channel strategy.
- * Captured Market share from scratch to 28.9% -based on Nielsen data
- * During 90days of the period, we successfully Launched an Rs10/- Aachi masala promo offer with a 1kg Supermati pack, that reached 10k outlets

Revenue growth-in Crores



Dec'15- March'2019



Nov'12- Dec'2015



Feb'10- Nov'2012



Aug'04- Feb'2010

Brand Building Activity with elephant in Mlg town



Area -Regional Manager -Hyderabad AP&TS

Southern Health Foods Private Limited -Chennai

- Developed, reviewed, and reported on the business development division's strategy, ensured the strategic objectives were well understood and executed by the team. Impacted organization profitability through effective strategic and tactical management decisions and new business development managing a team of 02 ASM's 06 sales officers and 12 sales rep's with turnovers of 12.8 crores Per annum

Significant Achievement

- * Expanded to new markets and restructured 128 distributors resulting in an increase in revenues of INR 12.8 Crores through 11400 outlets
- * Implemented first time pre cash in INDIA, implemented across regions
- * Promoted from Area Manager to Regional Sales Manager in June 2017
- * Damage and expiry returns decreased from 12% to 3.25%

Reliance Communication Ltd, Telecom

- The position is responsible for managing all business operations of COCO/COFO/FOFO (Prepaid /Postpaid, CDMA GSM. Data, Mobiles & collection & customer service) and setting up the distribution infrastructure for prepaid business
- Lead innovation and organization across channels to continuously improve/enhance company offering and customer experience

Significant Achievement

- * Initiated and created new channels hub n spoke model in rural markets Warangal & Khammam district result increased revenues 30 crores per annum
- * Within 25 towers I generated 1000 active customers, in 20 towers in 90 days that got the highest (Average revenue per customer), resulting in 20 towers ranking at the top of India

Pearl Beverages Limited (PepsiCo)

- Responsible to build up strategic priorities-GTM transformation for effective distribution Managing portfolio in 2 Dist. (Prakasham /Nellore) 08 Executives of AP with a gross revenue of Rs.18Cr P.A Managed a mix of General Trade, Institutional as well as Railway business in a crucial and completed

VVD and Sons Private Limited-Fmcg (Coconut oil)

- Leading, coaching, and developing Conducting fortnight reviews meet of ISR's, SR's & SO's and giving training and motivations them to achieve their primary & secondary targets.



Promoted 2 times within 2 Years (SO/AFE)