ANIRUDDHA KARKHANIS

Mobile No. 09004392878

E-mail I.D: [andy19579@yahoo.com](mailto:andy19579@yahoo.com),[andy19579@gmail.com](mailto:andy19579@gmail.com)

STRENGTHS

* Self-Motivated, Professional & Positive Approach
* Good Communication & Presentation Skills
* Good Interpersonal skills & Relationship Building
* Franchisee Partner management & engagement

# Functional Skills: Dynamic Sales & BD Professional with strong Business Acumen, Team Builder & Leader, Strategy Building & Analytical skills. Building Franchisee / Distribution Network, New Market Expansions, BTL Marketing, Training & Development

EXPERIENCE & ACHIEVEMENTS

**Previous Employe**r Meyer Cookware Pvt Ltd as Zonal Leader (16th March – 10th August 2020)

## Responsible for Revenue Generation, Business Development and Distributor Individual growth of distributors in West region (Mah /MP/CG/Goa)

* New DB/franchisee partner appointments across west zone
* Conducting Product workshops for sales force
* Address Db wise training needs across zone

**Franchisee partner for IIBMS** (Jan19– Jan20)

* Promoting & Reaching out to leads, colleges for MBA aspirants & working professionals
* Arranging kiosks activity, field work to promote business

**Previous Employer:**

## Star Union Dai Ichi Pvt Ltd as Zonal Head West & AVP Market Planning (March 2017- Dec 18)

* Business operations / Recruitment /Training for 14 Branches across West
* Handling team size of Regional Training Manager (1), Branch Heads (14), Territory Heads (2) Development Managers (16) Life Plan Designers (80) across West Region
* Improved West contribution from 33% to 72% in 9 months period
* Team handling /Leadership development /BD / Training in West region
* Focus on LPD /DM /Advisor activation with min 70% activation as benchmark
* Regular Monthly Branch Head meetings, Lead generation activities, Weekly Party kiosk activity to enhance visibility and increase customer base

## Previous Employer:

## ****AMC Cookware PVT Ltd**** as ****Regional Head West & North (****Feb 2016 to March 2017)

* Business operations across 16 Branches & 7 DB’s across West n North zone
* Handling team size of Zonal Training Manager (1), Area Heads (5), Branch Heads (16) Development Managers (24) & Sales force across West & North Region
* Team handling /Leadership development /BD / Training in West & North Region
* Working closely with Zonal Trainer /NTM in planning specific trainings in West & North Region
* Have initiated Training Programs like Monthly Branch Head meetings, UDAAN (DM Development Program), Lead generation activities, Weekly Party day out
* Managed business volume of 22 cr

**AMC Cookware Pvt Ltd as** **Regional Head North & East (**Nov 2015 to Feb 2016)

* Sales /BD/ Training /Team Handling & Leadership development in region
* Working closely with AH /BH to achieve Sales Plan for region
* Working closely with Zonal Trainer /NTM in planning specific trainings in region

**Previous Employer:**

**Future Group** as **Zonal Head West (**March 2015 to Nov 2015)

* Handling Online Franchisee model (BBOF) for West region
* Leading team of 2 Snr ASM, 4 ASM & 20 TSM for west region
* Responsible for appointing New Franchisee Partners, generating sales through weekly promotions, activities planned for partners, handholding n coaching partners n team
* Increase in franchisee appointment from 68 to 130 during 8 months period
* Focus on 70% franchisee activation on weekly basis with avg weekly sale of 45k

## ****Previous Employer: Tupperware India Pvt Ltd****

##### Designation Handled: Associate Sales Development Manager (Feb 2011 –Feb 2012)

* Responsible for Revenue Generation, Business Development and Distributor Individual growth of 7 Distributors across Mumbai, Pune, Kolhapur & Nagpur

## Designation Handled: Regional Head Gujarat & MP (Feb 2012– May 13)

**Reporting to :**  **Zonal Head** **(North & West**)

**Direct Reportees**: Associate SDM (1) Associate manager Sales (1),

**Indirect reportees**: Regional commercial manager (2)

Distribution & Logistic Manager West (1) Regional Customer Service Officer (1)

## Designation Handled: Regional Head Western Region (May 13– March 15)

**Reporting to :**  **National Sales Head & Deputy Managing Director**

**Direct Reportees**: Sales Development Manager (1) Associate SDM (4) Associate manager Sales (5),

**Indirect Reportees**: Regional commercial manager (2)

Distribution & Logistic Manager West (1) Regional Customer Service Officer (1)

#### ROLES & RESPONSIBILITIES:

## Responsible for Revenue Generation, Business Development and Distributor Individual growth of 24 distributors in West region (Mah /MP/GUJ/Goa)

## Managed Annual Turnover of over 215crs.

* Achieved Business growth of GUJ/MP from 24 cr to 71 cr, MAH/ GOA from 110 cr to 144 cr

## Leadership Development: developing 2nd and 3rd line of leadership (EM’s and GM’s) through focussed strategy and Training programs (DB EM Summit, GM Summit, Parichay meets, new manager development program)

## Promoting Company Events, New Product Launches.

**Sales Training & Development:**

* Support Lead Trainer: Leadership development of successfully implementing training modules, plan delivery schedules for new joinees
* Training on New Product Launches, Product Workshops, Move up Sessions
* Plan focussed trainings on TTT for Sales force, New Manager training, Yearly events on Regional level with Leadership development trainer
* All Company sponsored events for DB’s and their sales force
* Area Mapping Champion for West Zone

## Previous Employer: Amway India Enterprises

## Designation Handled: Business Development Manager - (June 2007 --Dec 2010)

## Reporting to: Vice President - Business Development & Sales Training / Snr .RBDM

#### ROLES & RESPONSIBILITIES

## Responsible for Revenue Generation, Business Development and Distributor Individual growth of 1 lakh distributors in West region (Mah /Guj / MP/CG/Goa)

## One of Key Contributor in managing Annual Turnover of over 260 crs.

* Business growth in Gujarat from 28 cr to 70 cr, MPCG from 18 cr to 45cr, Maharashtra/goa cluster from 21 cr to 32 cr
* **Nutrilite (Nutraceutical brand**) promoted across west region through Doctor Symposia, events and exhibition. % Contribution increased 26% to 39%
* Focus on homecare n personal care category, arranging product workshops with training team. % contribution increased from 32% to 40%
* Promoting Company Events, Taking Presentations across Region of Company Strategies, New Product Launches, EMAKS Event, Mission 100 Mission 300 with Amway Distributors.

## Designing promo’s for distributors leading to Company Growth.

**Operation Management:**

* New Location /Office Setup/ Distribution

## Identifying New Cities /Locations for Market Expansion with Office Set up

* All Company sponsored events for ABO’s
* Distribution of Company Products across West Region.

## Media Related Activities: Supporting Corporate Communication Manager by organizing media related event which enhances Corporate Reputation

## Previous Employer: CIPLA LTD

## Designation Handled: Marketing Executive (Sept 2001 – May 2003)

## Handled Central track & Raigad territory in Super speciality divn.

## Area Sales Manager: Exp - 2yrs (since June 2003 – April 05)

## Handled anti -HIV, Urology, Nephrology & Gastro products.

## Responsible for Mumbai, Pune for 1 yr 9 months with a team of 6 executives.

## Business Manager: 2.3 Yrs. (April 2005 – June 07)

## Handled Mumbai, Karnataka & ROM region for Urology & Nephrology division

## ROLES & RESPONSIBILITIES

## Recruitment, training & Inducting Marketing Executives on field.

## Conducting and arranging various camps and DR. CME's which reciprocates in terms of business.

## Arranging Workshops, Round Table Meet on HIV, URO, NEPHRO

* Arranging Web Conference Meetings with Top Specialist Dr’s & Penetrating the Meetings in Interior Towns through taxi tour’s & web model
* Increasing market share from 30% to 42% in hiv, 5% to 20% in nephrology & 18% to 35% in urology in terms of prescriptions

EDUCATIONAL QUALIFICATIONS

* BSc (Chemistry) with 1st Class Certificate. (62%)
* Diploma in Business Management (Symbiosis, Pune)
* HSC- 2nd Class- May-1997 (55%)
* SSC- 1st Class- June-1994 (72%)
* **Executive Program in Business Management (EPBM) from IIM Bangalore. (Pursuing)**
* **Executive Program In Strategic Management from IIM Kashipur (Completed)**

SPECIAL ACHIEVEMENTS

* Awarded “**Consistent Performer Award in Cipla**” in 2004
* Awarded “**Region of the year Award in Tupperware** “in 2013 (Top region in AASF Growth, Promoting Growth, Sales growth & Overall leadership development)
* Awarded “**STAR Award**” in Tupperware for Leadership development, Team development, DB Em summit in 2013 and 2014
* Awarded “**Regional COC Champions trophy**” in Jan 2015 for COC Actions in Dec 2014
* Attended **Managerial Development Program** by Tupperware Asia Pacific team

PROJECT UNDERTAKEN

* Zone Area mapping Champion for West region
* Handling Tupper sure Brand for West & North region
* Designed Project on Multi-Level Marketing for Garson Lehrman client in India.

LANGUAGE PROFICIENCY

* English : Read, Write & Speak
* Hindi : Read, Write & Speak
* Marathi : Read, Write & Speak
* Gujarati : Read Speak
* Kannada : Speak (Basic)
* Bengali : Speak (Basic)

PERSONAL INFORMATION

* Date of Birth : 19th May’1979
* Gender : Male
* Marital Status : Married
* Nationality : Indian
* Interest & Hobby : Reading, Travelling, Music, Photography, singing ,Poetry

***I hereby declare that above information given is true & correct to the best of my knowledge***

Warm Regards,

**Aniruddha Karkhanis**