

CURRICULUM VITAE

NIRANKAR SHARMA

Address- Samridhi Grand Avenue Noida
Contact no.- 9821588858
Email Id: -nirankarsharma17@gmail.com
PGDM (Major Marketing)

Objective: -

- To serve at a position of responsibility with a progressive organization and thus gain a conducive environment for growth, learning and development.

Professional Experience: -

- Working with Grofer India Pvt .Ltd, A unit of Blinkit India 20 May with the capacity of Sr.Executive in Noida

Job Responsibility:

- Appointment & Alignment Franchise Distributions Channels in Nodia.
- Retain of Existing Franchise distribution channels.
- Alignment of Digital Marketing activity for customer base incremental
- Monthly & Weekly Various different type of activity Plan for store executions and more revenue.
- Handle of store problem solutions with store executions.
- Store team handling for store execution and store performance
- Handle of customer service for easy delivery.
- Monitoring timely GRN, Putt way, Fill Rate, Availability and Conducting Audits at dark store
- Forecasting new area with help of business.
- Ensuring 100% process adherence and new projects execution.
- Tracking through territory Beat Plan, Beat Sequence wise, Competitor activities.

Professional Experience: -

- Worked with BIG BASKET .COM, A unit of BIG BASKET SINCE 1 OCTOBER 2018 to 30Aug 2020 , with the capacity of BUSINESS DEVELOPMENT MANAGER in Delhi.

Job Responsibility

- Handle to e-commerce business with BTL Promotions activity and increase business revenue.
- Taking ownership of all revenue, operation & supply related parameters for Delhi.
- Business Development Planning and Business Executions.
- Handle to 15 BDE and entrepreneur model for Business development and Distributor Channels.
- Organize to promotions activity in society & apartment for increase customer base.
- Alignment of distributor channels and retail channels for more customer subscriptions.
- Solve to customer problem.
- Maximize revenue by ensuring the customers renew their subscription and/or Subscribe to higher value solution.
- Hire, Train & retain Sales & operation Team to meet & advise the customers about company digital business promotion strategy & build lasting relationships with customers.
- Preparing focus Market Planning in detail with Monthly analysis.
- Drive Sales through alternate channels (Like Milk Vendor Buyout)
- Ensure Daily, Weekly & Monthly Sales Reporting.
- Design & execute Customer interaction process to ensure active engagement with platform.
- Working as a bridge between Operations & Sales Force for Smooth Sales along with Smooth Operations Delivery.

Professional Experience: -

Worked with ICEBERG FOODS PVT. LTD, A unit of RC COLA, SINCE 6 MARCH 2017 TO SEPTEMBER 2018 , with the capacity of AREA SALES MANAGER in Delhi.

Job Responsibility

- Handle & Alignment of distributor channels and retail channels for business growth.
- Increase to primary sales and secondary sales for Business revenue.
- Increase to Retail Channels & Product visibility for the company business growth and distributor business growth.
- Provide distributors and customers in the region with information about new or improved products and services in order to improve sales in the region
- Develop and maintain an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Managing sales and marketing operations, ensuring accomplishment of set business targets.
- Team Handling and training to team for business Growth.

Professional Experience: -

- **Worked with GOPALJEE DAIRY FOODS PVT. LTD, A unit of RSD group, SINCE 16 JULY 2016 TO 1 MARCH 2017, with the capacity of AREA SALES MANAGER in Delhi**

Job Responsibility

- Develop and manage efficient distribution networks for sales
- Develop efficient and creative sales and marketing strategies for the assigned territory and target setting for the sales team
- Collecting customer and market feedback and reporting the same to the organization
- Monitoring sales team performance, analyzing sales data, periodical forecasting and reporting to zonal heads.
- Appointment of Distributor point and Gate meeting with all team members for business Growth.
- Handling to Retail Channels sales and Retail solve problem and market execution.
- Develops Sales plans and budgets to achieve or exceed the annual sales objectives for the company. Monitor and control the sales budget to ensure optimum utilization of resources in the area
- Generate sales of company products in the region through a team of salesmen in order to achieve or exceed the annual sales targets.
- Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the area.

Professional Experience: -

- **Worked with Varun Beverages Ltd., A unit of RKJ group & franchisee of Pepsi, since feb 2013 TO 10 JULY 2016, with the capacity of customer executive in Delhi.**

Job Responsibility:

- Increase Sales Volume: Assessing sales volume-
- Alignment of Distributor channels Sales and Retail Channels sales.
- Handling of sales team Members for incremental of distributor channels & Retail channels sales
- Increase of product visibility in Retail channels.
- Appointment of new distributor channels as per the company area growth.
- Coaching & training provide to Sales team for the market executions.
- Regular market visits and solves the outlet Problem.
- Develop to Market Retail executions and coach to Distributor & Retail channels partner.
- Alignment of the new product promotions activity as per company guidance.
- Analysis of competitor activity and plan for sale execution and business growth.
- Analysis of new Retail channels for revenue.
- Retain of existing retail channels and improve service.
- Handling of BTL activity for product visibility.
- Handling problem solution for Distributor channels and retail channels
- Regular market visit as per daily beat plan for sales & marketing

Professional Experience :-

Worked with Shree Flavours Private,Ltd,A unit of GOPAL GROUP, 5 JUNE 2010 to 31JANUARY 2013,with the capacity of Sales Executive in Noida.

Job Responsibility

- Primary sales(appoint distributor)
- Secondary Sales(deal with dealers)
- Need to wide our dealer distribution network
- Increase sales
- Promotional Activates.
- Seeking new distribution opportunities in the rural areas.
- Appointing, managing & monitoring distributor points as spokes.
- Developing existing & new retail outlets in the assigned areas.
- Monitoring SKU availability at distributor / spoke points

Professional Qualification :-

- Post Graduate Diploma in Management (**PGDM**) from **J.P. Institute of Management**, Meerut in 2010 with IST div.
- Specialization in Marketing (Major) & Finance (Minor)
- **B.com** from C.C.S. University, Meerut in 2008 with II div.
- **Intermediate** from U.P. Board, Allahabad in 2004 with Ist div.
- **High School** from U.P. Board, Allahabad in 2002 with II div.

Summer Training:-

- Organization "Pantaloon Retail India (Limited)"
- Project Title "**CONSUMER INTRECTION & CONSUMER SERVICE**"
- Duration Six Weeks.
- Area of Operation Shalimar Bagh, New Delhi.

Technical Skills:

- Computer Proficiency
- General Knowledge of Hardware & Software.
- MS office (2003, 2007)

Hobbies & interest :-

- Listen to music
- Interacting with new people
- Photography.

Personal Profile	
Father's Name	Shri. Ishwar Dayal Sharma
Date of Birth	17-09-1987
Languages known	English, Hindi
Marital Status	Married
Nationality	Indian
Strength	Positive thinker, cool behavior,Goal
Permanent Address	Chaman Vihar Colony Khurja Distt-Bulandshahr(UP)

➤ Date.....

➤ Place.....

(NIRANKAR SHARMA)