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|  | **Pramod Upadhyay**  Telephone +91.7071242424, 9807199103  [upadhyaypramod13@gmail.com](mailto:upadhyaypramod13@gmail.com) |  |

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|  | **About Me** |

**Regional Sales Manager-North**

* Mission-oriented leader with proven success of 20years (FMCG**-7.5 Years, Telecom-11 Years, B2B-1.5 Year**’ in steering a wide gamut of activities such as Sales & Marketing/ Business Development, Competitor analysis etc.
* A proactive planner with expertise in strategic planning, market execution, account management with sales forecasting, competitor market analysis, staffing & targeted business planning.
* A keen planner, strategist, and implementer with expertise in devising plans for improving business performance, product promotion & overall growth.
* Excellent communicator with exceptional analytical, people management, relationship management and co-ordination.
* **Excellent in handling P& Lactivities, vendor management, cross functional team management.**

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|  | **Work Experience** |

**Dec 2018- Current**

**BVC Logistics Pvt Ltd – Logistic Company in Valuable Goods (Gold, Silver, Diamond and Other valuable items)**

**Regional Sales Manager – North**

**Delhi**

1- To Manage B2B and B2C Sales for North India.

2- Engaging existing customer in our business and adding new customers across north.

3- Handholding of BIG Customers as PC jewellers, MMTC, Kalyan, Reliance etc.

5- Implementing various system for smoothing business operations.

4- Market mapping and sales planning, manage sales pipeline, forecast monthly sales

5- Development of SOPs & policies which govern execution of processes so as to increase efficiency and effectiveness of the entire sales process starting from lead generation to end consumer delivery and reduce conflicts and finally customer satisfaction

6-Work closely with key business leaders to implement the business strategy, validate forecast accuracy, and provide input to inventory and procurement team. Align business plans with operational plans to achieve the desired results

7- Plan last mile delivery and drive procurement, fulfilment, and logistics team to deliver the same. Lead and own the development of selling tools for sales initiatives and promotions along with heading the sales capability function

8- Responsible for Net profit / Collection / Customer Addition / Revenue Generation target for the region.

July 2016 –Nov 2018

9- Recruitment of Sales Force across India.

**Circle Distribution Head, Aircel Ltd.**

JAIPUR, Rajasthan

* Appointment of Distributors /Salesman /Retailers in territory.
* **Handling P& L activity for Circle**
* Stock monitoring at Distributors and Retailers.
* Ensuring healthy ROI of distributors.
* Discussion of credit notes and claim sheets with distributors.
* Handling new product launch activities.
* Distributor / Salesman/ TSM/ZSM/ZONE wise target setting for Primary and Secondary.
* Delivery of Primary /Secondary and Gross Adds target.
* Handling and performance review of big team of 9 ZBMs /26 ZSMs and 135TSMs.
* Trade Scheme development as per budget allocated for the Circle.
* Distributors /Retailers and Team engagement by launching contest.
* Measuring and evaluating 1086 Distributors performance. (1086 is the strength of distributors in Rajasthan)
* Opening new retailers on monthly basis.
* Co-coordinating with other departments /functions as CSD (Customer Service Department), Finance, IT, Network and Marketing.
* Driving new acquisition (acquiring new customers) which is called Gross Adds.
* Ensuring quality of new acquisition and should be high ARPU customer.
* Ensuring market share (SOGA,RMS, and CMS) must be up on monthly basis.
* Providing actionable data support to all sales employee for better outcome.
* Zone wise Profit /Loss analysis and taking corrective action.
* Appraisal and promotion of employee

**December 2014 - June 2016**

**Modern Trade and Retail Head, Aircel Ltd.**

**Lucknow, Uttar Pradesh**

**April 2011 - November 2014**

**Zonal Business Manager, Aircel Ltd.**

**Kanpur, Varanasi, Uttar Pradesh**

**February 2010 - March 2011**

**Zonal Sales Manager, Aircel ltd.**

**Hisar, Haryana**

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**May 2007 - January 2010**

**Zonal Sales Manager, Vodafone Ltd.**

**Alwar and Kota, Rajasthan**

**July 2002 - April 2007**

**Sr Sales Officer, Cadbury’s India Ltd.**

**Kota and Jaipur, Rajasthan**

**December 1999 - June 2002**

**Customer Executive, Varun Beverages Ltd.**

**Ajmer, Rajasthan**

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|  | **Awards &Honours** |

1- Best Distribution head consecutively for Q3 and Q4 under a national contest Lakshay-2 and 3.

2- Felicitated as Best APP head in Dubai for the year 2015.

3-Rewarded with **Branch Awadh Star** rolling trophy in 2012.

4-Rewarded for Best in **“Distribution KPI”** and **“CEF Compliance”** for the year 2011.

5-Rewarded with **Tees Mar Khan Trophy** along with ZSM\KAM\TSMs.

6- Rewarded with **“Super Champ-Runner up “**Aircel Cup – 2011.

7-The Kanpur Zone has grown from 1.35 lakhs revenue to 5.25 Cr in the span of 1.5 years.

8-Awarded **South Africa trip** in Pocket buddy all India contest in 2013.

9-Awarded for achieving Highest Five Star sale in North branch.

10-Won CDM century contest.

11-Maintained **highest market share** in India in Drink and Chocolates both.

12-Awarded **Singapore trip** for under MD club.

13- Won **Wow Awards** for the best performance in Country for 2019 in BVC logistics,

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|  | **Skills** |

* The ability to lead and motivate team.
* Good Planning and Organisational skill.
* Excellent Communication and people Management skill.
* The ability to work calmly under pressure.
* Exceptional Problem-Solving Skills using consumer insight.
* Successful track record of turning around business operation within the shortest span of time.
* Firm believer of engagement & people involvement in business with strong channel management skills.
* Ability to handle Huge turnover with Good P&L management.

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|  | **Computer Proficiency** | |
| **Operating Systems**   * MS Office | | **Software**   * Windows 10 |

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|  | **Languages** |

* Hindi, *Fluent (speaking, reading, writing)*
* English, *Fluent (speaking, reading, writing)*

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|  | **Professional Affiliations** |

Master’s in business administration

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|  | **Personal Interests** |

Sports, Marathon Running, and Swimming.

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|  | **Extra-Curricular Activities** |

1- Managing people and events.

2- Marathon Runner

3- A good free style Swimmer.

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|  | **Personal Details** | | | |
| Father’s Name:  Birthday:  Gender: | | Mr R.S. Sharma  April 25, 1974  Male | Marital Status:  Nationality:  Passport No. | Married  India  NA |

**Declaration**

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| Pramod Upadhyay | JAIPUR, Rajasthan |