

SPARSH SUREKA
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Work Experince

Consultant at Aayuda

February 2018 - Present

Job Profile: Aayuda is the channel partner for FLIR in India which deals with footfall measurement and retail analytics. I work closely with the retail sectors to deploy their devices across India and help them understand the performance of their stores in a detailed manner.

Consultant at Vie Foods Pvt. Ltd.

December 2017 – Present

Job Profile: Vie Foods is into manufacturing of Healthy Snack Bar (Brand – NutNut Bar), my profile is to help them establish their brand in Bangalore. Apart from that I also take care of Marketing and Promotion of the brand.

Business Development at NXT-Group

October 2016 – March 2017

Job Profile: Working on Waste Management projects in India dealing with the government sector and providing representative services for the Dutch companies in India.

Area Business Head at Fitternity.com

May 2015 – October 2016

Job Profile: Responsible for end to end sales (B2B), Played a crucial role in the escalation of the organization, supervised the lead management and the onboarding team, major contributor in the revenue generation along with training the new recruits and interns, was also handling the roll of Relation Manager for a brief period of time.

Export Executive at Revolucion Textil Pvt. Ltd.

June 2011 - July 2012

Job Profile: Handling of the complete export department which includes sales & marketing initiatives, customer handling, design developments, production, vendor management, logistics and attending trade fairs.

Export Executive at Eastern Silk Industries Ltd.

January 2010 – May 2011

Job Profile: Handled the backend work of the export department for Middle East, France and the USA market.

Internship Program

ACC Ltd, Bangalore

April 2014 – May 2014

Key Results Area

- Implementation of new distribution channel in Bangalore west area.
- Launching and introduction of new concept POO in the market.
- Moving around the Bangalore west market, visiting potential customers and getting them in to the contract.
- We did sign a few of them in to the contract for keeping ACC cement in their shops.

Other Projects & Activities

- Sales and Distribution – Grocery stores, Super market and Hyper market.
- Sales and Distribution – ITC LTD.
- Sales and Distribution – Hartex Tubes Pvt. Ltd.
- Study of retail store design layout (Allen Solly, Soch, Decathlon and Next).
- Study of Back end working of a Multi brand retail store (Big Bazaar).
- Educational survey of Jain College.
- Brand identity and repositioning – Tata Nano
- Positioning strategy and Mass customization – Emirates
- Marketing seminar – PES college

Educational Qualifications

Qualification	Institution & Place	Year of Passing	Board/University	Marks (%)
PGDBM	Jain College	2015	EDII	63.00*
B.Com	Centre Point College, Nagpur	2010	RTMNU	48.00
12 th Std.	Vidhya Niketan, Coimbatore	2007	Tamil Nadu	74.00
10 th Std.	Perks, Coimbatore	2005	Tamil Nadu	70.00

Certificate Programs

- Tally ERP
- MS Office Expert
- BEC certification
- Export and Import management, Symbiosis

Skills Sets

- Tally ERP
- Microsoft Office – Word, Excel, PowerPoint and Outlook.
- Photoshop
- Coral Draw

Achievements/Awards

- Represented my school in Athletics for District level competitions.
- Represented my college in football for District level competitions.
- Taken part and won in many intercollege fests like Best Manager, Marketing and International Business. In colleges like Christ college, IBS Hyderabad, Mount Carmel, T. John college.

Extra and Co-Curricular Activities

- Participated in the following Trade Fair's
 - Maison & Objet - Sep11, Paris: Represented Revolucion Textil Pvt. Ltd.
 - Decosit - Sep11, Belgium: Represented Revolucion Textil Pvt. Ltd.
 - Proposte - May12, Italy: Represented Revolucion Textil Pvt. Ltd.

Personal Details

Date of Birth : 02/09/1989
Gender : Male
Language Known : English, Hindi, Tamil
Hobbies : Sports, Lazer Tag, Trekking, Reading, Movies, Music
Permanent Address : B-103, Amar Enclave apartment, Prashant nagar, Ajini Square, Nagpur
Present Address : JP Nagar, Bangalore
Marital Status : Single