

RESUME

ANIL MAVI
Area Sales Manger
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Job Objective

- Seeking Bigger Role & Responsibility In Sales & Marketing /Business Development/Channel Management With An Organization Of High Repute.

Professional Abridgement

- * A goal-driven professional **with nearly 19 years** of extensive experience in Sales & Marketing, Dealer & Distribution Management, Business Development and Team Management.
- * Presently associated with **Eveready Industries Ltd** As Area Sales Manager based @ Ghaziabad and handling Area Western UP & Uttrakhand (Garhwal Region)
- * Previously associated with **Emami Ltd-Dehradun As Area Sales Manager -Uttrakhand**
- * *Experience to handle different categories like **Health care, Personal Care, Ethical, Dairy products, cosmetics Brands.***
- * Earned many rewards and recognition in the field of “**Sales and Distribution**”. Won many prestigious award like **Best Sales Officer Award two times**, in **Dabur India Limited** and **Boots Piramal Health care (P) Ltd.**
- * **Compliances & Adherence of DMS and CRS system in Area.**
Driving the organizational mission through employees & supporting motivation of employees in organization. Overseeing operations of the organization, implementing plans, managing human & physical resources.


Strategic Contributor: Directing business in new and growth areas by motivating people to perform beyond their normal past demonstrated skills / levels.

CORE COMPETENCIES:-

Sales & Marketing Business Development Dealer & Distribution Management Retail & BTL Operations Collection & Inventory Control Team Management	Budgeting & Cost Control Brand Visibility Channel development Strategic Planning Order Management Training & Development
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Organizational Experience:-

Presently Associated with **Eveready Industries Ltd. Since July,2016**

Organization	Eveready Industries Ltd 
Association	Since July 2016
Industry	FMCG (Tez Packet Tea & Confectionary) Consumer Durable
Brands	Personal Care : Eveready Tez Packet Tea, Jolly Fruit Chew (Jollies confectionary)
Area	WUP & Uttarakhand

- ✱ Handling Rs 25 Cr. business turn over annually with a team of 22 person (Sales Office _7 TSI _14) Dealer 100 and sub distributor_60
- ✱ Planning, Analysis Implementation, Monitoring, team development & training, team performance review & planning to perform at expected level.
- ✱ Leading, recruiting, and monitoring to ensure efficiency in daily operations for achieving individual & group targets.
- ✱ Forecasting Primary & secondary plan to ensure growth & stock availability in Depot.
- ✱ Planning to increase distribution & coverage to get optimum growth in high competitive environment.
- ✱ Daily, weekly review of business for achieving objective & planning to develop business by concentrating on different channels as well as gap in distribution.
- ✱ Implementing billing software to get daily reports of sales & distribution.
- ✱ Monitoring Performance Brand wise & channel wise performance.
- ✱ On time claim settlement of business partner to ensure their ROI.
- ✱ Competitor's activity analysis, feedback to marketing & planning to counter the competition

Since **SEPTEMBER-12 to July,16** : **Emami Ltd. Based at Dehradun As Area Sales Manager - Uttrakhand**

Organization	Emami Ltd. 
Association	September '2012 to July 2016
Industry	FMCG (Personal care) , Health Care and OTC
Brands	Personal Care : Emami Fair and Handsome, Navratna Cool Oil, Navratna Cool Talc,etc. Health Care : Boroplus, Zandu Balm, Sonachandi Chyawanprash, Himani Fast Relief ,Kesh king etc.
Area	Uttrakhand (Based @ Dehradun)

- ✱ Handling Rs 24 Crore business turn over annually in Uttrakhand with a team of 3 ASE & ASO,1 Co-ordinaotr,16 Executives & 13 distributors.03 Super Distributors and 60 Sub distributors through urban and Rural Operations in Area
- ✱ Analysis, Planning, Implementation, Monitoring, team development & training, team performance review & planning to perform at expected level.
- ✱ Leading, recruiting, and monitoring to ensure efficiency in daily operations for achieving individual & group targets.
- ✱ Forecasting Primary & secondary plan to ensure growth & stock availability in Depot.

- ✿ Stock moment analysis during performance month, planning to sale out of old & slow moving stocks from depot, distributors & from retails to reduce damage from market.
- ✿ Planning to increase distribution & coverage to get optimum growth in high competitive environment.
- ✿ Daily, weekly review of business for achieving objective & planning to develop business by concentrating on different channels as well as gap in distribution.
- ✿ Implementing system & process to ensure company's objective on priority.
- ✿ Implementing billing software across State Uttarakhand to get daily reports of sales & distribution.
- ✿ Formulating & implementation schemes & consumer activation to get optimum secondary & tertiary.
- ✿ Ensuring to get profitability of state by putting focus on sales of high profitable brands.
- ✿ Ensuring brand as well as channel wise performance.
- ✿ On time claim settlement of business partner to ensure their ROI.
- ✿ Competitor's activity analysis, feedback to marketing & planning to counter the competition.
- ✿ Planning & Implementing QPS as well as customer loyalty program.
- ✿ Actively involved in formulation of window display& customer activation.
- ✿ Town & retail mapping to ensure product penetration for optimum distribution reach.
- ✿ Controlling & minimizing expenses of team by PJP adherence.
- ✿ Ensuring code of business principal by everyone without any tolerance.
- ✿ Ensuring to proper utilization of POS & marketing related inputs on regular basis.
- ✿ New product launching and valuable inputs in product development, reporting & feedback.
- ✿ Recently **launched Fair & Hansom winter cream , body lotion cocoa new variant & Zandu Honey, NRAC oils ,HE Deo and perfume**

Worked from Dec'06-August-12: Dabur India Ltd., Ghaziabad, Western UP as Territory Sales Manager

Organization	DABUR INDIA LTD 
Association	FROM DECEMBER,2006-TO AUGUST,2012
Industries	FMCG (Home, Personal and Oral Care) , Health Care and OTC
Brands	Health Care: Dabur Chyawanprash, Hajmola, Honey, Pudina Hara, Honitus etc. Personal Care: Dabur Vatika, Dabur Amla etc.

JOB PROFILE & KEY RESPONSIBILITIES:-

Territory Manager – (October 2010 to august-2012)

- ✿ To achieved the budgeted volume of the assigned area thru the team of executives
- ✿ To achieve targeted brand wise coverage and penetration
- ✿ To implement and monitor sales and distribution processes
- ✿ Sales and distribution objective of Uttarakhand and western UP
- ✿ Sales and distribution objective, Brand visibility planning & execution and Activity management.
- ✿ Leading & Managing a team of 08 Field Officers and 05 Interim Sales Representatives.
- ✿ **Geography in western UP and Uttarakhand**
- ✿ Reporting to Zonal Sales Manager
- ✿ **Sr. Sales Officer** – (December-2006 –October-2010)
- ✿ Sales and distribution objective of assigned HQ.
- ✿ Sales and distribution objective, Brand visibility planning & execution and Activity management.
- ✿ Leading & Managing a team of 05 Intern Sales Representatives.

- * **Geography** in western UP At Meerut and Ghaziabad HQ
- * Reporting to Regional Sales Manager

FEB'04 –DEC'06: ., *Boots Piramal Health care (P)Ltd DELHI* as SALES officer

Organization	<i>Boots Piramal Health care (P)Ltd.</i>
Association	<i>February 2004 to December 2006</i>
Industry	<i>FMCG (Cosmetic)and OTC</i>
Brands	<i>Strepsils, Saridon,; lacto -calamine ,Clearsil, tetmosol, Polychrol, Sweetex, Clearsil face wash, and cream etc</i>

Key Responsibility Area

- * Achieving secondary and primary sales Target on month and quarter basis
- * Distribution Management and coverage expansion
- * Optimum utilization of monthly trade inputs and supervision of implementation of activity through team (4 PSM)
- * Maintaining hygiene level in the market
- * Handling business turnover approx.80 lac./annum
- * To make New product Launch success and visibility through merchandising of entire range enhancing the market share of brands
- * Improve field force efficiency through regular coach and training schedule during joint market working

SEPTEMBER'01 –FEB'04: ., *VRS FOODS LIMITED DELHI* as SALES officer

Key Responsibility Area

- * Achieving secondary and primary sales Target on month basis through proper market coverage and retailing
- * Visibility and placement & Merchandising
- * To Ensure service level Of Distributors

SINCE JULY 1998 TO SEPTEMBER '01: ., *Hello Mineral water ltd* as Executive

Key Responsibility Area

- * To achieve the assigned target of water dispenser through institutional and direct sales call
- * Manage distribution of water bottle

Accomplishments

- ☐ ***I HAVE MADE MY IDENTITY BY HONEST AND HARD WORKING INTO ACHIEVING MY GOAL IN EVERY ORGANIZATION WITH I HAVE BEEN ASSOCIATED.***
- ☐ ***I WAS WINNER OF BEST SALES AWARDS IN DABUR FOR THREE YEAR CONTINUOUSLY.***
- ☐ ***I HAVE BEEN PROMOTED AS SR. SALES OFFICER & TERRITORY SALES MANAGER RESPECTIVELY CONSIDERING THE BEST PERFORMANCE CONTINUOUSLY WITHIN THE PERIOD OF FOUR YEAR OF MY TENURE WITH DABUR.***
- ☐ ***I HAVE GOT BEST SALES AWARDS WITH SPECIFIC BRANDS SALES ACHIEVEMENT WITH BOOTS PRIMAL HEALTH CARE LTD.***

Academic Credentials

- ☐ **GRADUATION (B.SC) WITH PHYSICS, CHEMISTRY AND MATH'S**
- ☐ **DIPLOMA IN MANAGEMENT(PGDM)**
- ☐ **POST GRADUATE DIPLOMA INTO MARKETING MANAGEMENT (PGDMM)**

IT Credentials

- **DIPLOMA IN COMPUTER APPLICATION FROM CCL ON BEHALF OF "RASHTRIYA SAKHSHARTA MISSION" (A PROGRAMME BY MCC SOFTWARE DEVELOPMENT AND TRAINING PVT. LTD)**
- **MS Office, Internet, Social Media Etc.**

Personal Detail

NAME : Anil Kumar Mavi
Mother's Name : Smt. Jagwati Devi
Address : 737/1 Madhav Puram , Meerut, UP West
Date Of Birth : 20-10-1972
Marital Status : Married (Blessed with two kids one son and one daughter)

Place-Ghaziabad

Name-Anil Mavi