

MOHAN PRASAD GUPTA

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JOB OBJECTIVE

Seeking new assignments in Sales & Marketing, Business Development and Channel Management.

PROFILE SUMMARY

- An astute & result oriented professional with over 14 years of experience in:
 - Strategy Planning
 - Client Engagement
 - New Initiatives / Set-ups
 - Organic Business Growth
 - Channel Management
 - Revenue Expansion
 - Sales & Marketing
 - ROI Accountability
 - Product Promotions & Launches
- Currently working with **Eveready Industries India Ltd as Area Manager-Sales.**
- Experience in charting out sales strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms; distinction of accomplishing multi-fold revenue increase
- Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competitor moves to achieve market-share metrics.
- Proficient in developing relationships with key decision-makers in target organisations for revenue
- Possess good communication, analytical & interpersonal skills

AREAS OF EXPERTISE

Sales & Marketing

- Driving business growth through identification & penetration of new market segments for attainment of targets with a view to optimize revenue.
- Coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.

Business Development

- Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele
- Interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes

Channel Management

- Networking with reliable dealers/channel partners resulting in deeper market penetration and reach.
- Developing and appointing new business partners to expand product reach in the market; working in close interaction with the dealers & distributors to assist them to promote the product.

Client Relationship Management

- Initiating and developing relationships with key decision makers in target organizations for business development.
- Identifying prospective clients from various sectors, generating business from the existing, thereby achieve business targets; evolving market segmentation & penetration strategies to achieve targets.

Team Management

- Training, developing & mentoring cross-functional teams by setting higher expectations and initiating individual member accountability.
- Evaluating performance of sales & marketing teams against the set targets, doing need based promotion planning and providing valuable feedback for improvement.

PROFESSIONAL EXPERIENCE

Apr.17-Present: Eveready Industries India Ltd, Lucknow

Area Manager-Sales

Brand: Tea, Battery, Flash light, LED, GLS etc..

Key Result Areas:

- Handling, Central & Eastern UP rural untapped market to penetrate our product placement.
- Project Pragali-Cycle/Bike rural sales operation through sales man.
- To work on proximity from distributor point within radius of 5-10km circle to make proper supply.
- Focussing on five category sales in rural market.
- To work on LMS to HMS
- Handling 59 distributors in 31 district covering 950 villages by 367 beats and servicing 4037 retail outlet & generating 39 Mn sales value.

Dec.15-Apr.17: Sterling Agro Industries Ltd, Lucknow

Product Sales Head (Butter)

Brand: Nova Butter

Key Result Areas:

- Pre Active marketing activity to launch consumer pack butter in retail market.
- Handling, UP, MP & Rajasthan state as highly consumable Butter market for launching phase.
- To search potential distributors who can launch our Butter in retail sectors
- To make route/beat mapping with prospect butter seller retailer.
- To make ATL & BTL marketing planning for butter in market.
- Monitoring secondary sales retail wise through BeatRoute software.
- Distributor management, Primary & Secondary sales order tracking & its dispatches.
- Focus on Beatroute adherence and its compliance.
- Tracking of untouched retailer for proper coverage.
- Focus on HORECA for elite customer.
- Working on market share objective.
- Focus on supply chain management to maintain quality of product intact.

Dec'14-June.15: Brindavan Bottlers Pvt. Ltd. (A Coca-Cola bottler), Hardoi & Sitapur

Regional Sales Manager

Brands: Coke, Thums Up, Sprite, Limca, Fanta, Maaza, Kinley Soda, Kinley water etc.

Key Result Areas:

- Analysed business potential, conceptualised & executed strategies to drive sales, augmented turnover and achieved desired targets
- Handled sales operations viz., primary & secondary; focused on RED Score, products availability, visicolar charging & marketing activities, etc.
- Developed and appointed new business partners - SPOKS Distributor to expand product reach in the rural market
- Handled 42 distributors by team of ASM,SE,MD & RD for entire territory.

Aug'14-Dec'14:Reliance Jio Infocom Ltd,Lucknow

Jio Centre Manager

Brands:Launching project of 4G network.

Key Result Areas:

- Mapping of prospects retailer for device as well as network selling.
- Collecting data bank of concern area of operation demographically.
- To liaison with govt body for infra lay out.
- Data collection of top down distributor of FMCG, devices, network etc.

Feb'11-Aug'14: Parle Biscuits Pvt. Ltd., Lucknow

Area Sales Manager

Brands: Parle-G, Monaco, Krackjack, Kream, 20-20, Hide & Seek, Melody Chocalaty, Poppins, Mango Bite, Kachcha Mango, Kismi Bar, etc.

May'09-Feb'11: Idea Cellular Ltd., Robertsganj

Territory Sales Manager

Brands Handled: Idea Sim Card, Netsetter internet Device, RCV, etc.

**Sep'06-May'09: Hindustan Coca Cola Beverages Pvt. Ltd., Varanasi
Sales Executive**

- Brands Handled: Thums-up, Coca-Cola, Sprite, Limca, Fanta, Maaza, Kinley Soda, etc.

Commenced career with Pidilite Industries Ltd., Varanasi H.Q., as a Territory Sales In-charge from Apr'03-Sep'06; Brands Handled: Fevicol, DDL Binder, DDL Distemper, Pidotint, Terminator Wudfin, etc.

EDUCATION

2003 **Masters in Business Administration – Sales & Marketing** from Motilal Nehru Institute of Research & Business Administration (MONIRBA), University of Allahabad, Allahabad

1998 **Bachelors in Arts** from Purvanchal University, Jaunpur, U.P.

PERSONAL DETAILS

Date of Birth : 12th July, 1976
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Date:

Signature