

Muneet Kumar

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Job Objective

A hard core Sales professional, with 9 years of rich experience of **Line Sales, New channel development & Training** in FMCG industry in various geographies. My aspiration is to reach up to the top management level with an organization of repute by developing long term career prospects.

Strength

- **People skills**
- **Strategic Thinking**

Professional Summary

- ❖ 9 years of experience in Sales and Marketing, Business Development, key Account Management, Channel Development and Team Management.
- ❖ **Worked as Area Head with Gandour India Food Pro. Pvt. Ltd. from 1th Sep 012 to till date.**
- ❖ Expertise in tapping new markets and new clients for augmented business.
- ❖ A skilled communicator with exceptional interpersonal & presentation skills with abilities in leading teams and establishing beneficial relationships with key players in the industry.

Area of Expertise and Exposure

Sales and Marketing

- Implement sales and distribution strategies, thereby achieving increased sales growth and targets through primary and secondary sales.
- Drive sales efforts involving effective promotional activities like signage, discounts and stales product awareness with high potential clients for growth and profitability.
- Tracking competitor activities and providing valuable inputs for fine tuning of operations.

Business Development

- Manage business development activities and accountable for the top-line profitability and increased sales growth.
- Identify new markets and developing network
- Render effective sales budget and to ensure smooth flow of operations and adherence to service norms.

Channel Development

- Establish strategic alliances / tie-ups with financially strong and reliable stockiest and distributors, resulting in deeper market penetration and reach.
- Monitor CFA activities; implementing effective strategies to maximize sales.

Team Management

- Lead, train & monitor the performance of SR team,& promoters members to ensure efficiency in home to home & sales operations and meeting of individual & group targets.
- Plan & schedule individual/ team assignments to achieve the pre set goals within time, quality & cost parameters.

Training

- To develop various training module for specific areas & to impart the training on that module to the S.R.

Organizational Experience

- April, 014 to Till date with Gandour India Food Processing Pvt. Ltd. As AREA HEAD U.P (H.Q LUCKNOW) reporting to Regional Sales Manager.
- Sep, 012 with Gandour India Food Processing Pvt. Ltd. As Sales Officer Lucknow reporting to Area Sales Manager.
- May, 11 to Aug, 012 with Narang Access Pvt. ltd. As S.E Delhi reporting to sales manager.
- July 09 to April 011 with Britannia Industries Ltd. Delhi as T.S.I for Delhi/U.P reporting to regional Area Sales Manager.
- Aug 06 to June 09 with Kellogg's India Ltd., Jaipur as T.S.I reporting Area Sales Manager

Significant Achievement

Sr. No.	Company Name	Period	Key Role	Key Achievement
1.	Gandour India Food Processing Pvt.Ltd.	Sep. 012 to Till Date	Depot Management - Urban Preferred Town & Rural Preferred Town - Forecasting - Reengineering of distribution	Achieve yearly Rs. 3.25 crore. -5660 outlets covered
2.	Narang Access Pvt. Ltd. (DELHI)	May 011 to Aug.012	--Product Launching - Distribution Planning & Decision - Sales Budgeting & Costing - Sales Promotional Decision	Achieve yearly Rs. 2 crore. - 6 Distributors appoint -1200 outlets covered
3.	Britannia Ind. Ltd.	July09 to April 011	- Handling Franchise of Bread - Launching Rusk first time branded in India - Re-launching of Cake	Bread 120 tons Net sales volume per month & 1.80 Crores per year Net sales - 3 Ton Rusk volume per month.
4.	Kellogg's India Ltd (Jaipur)	Aug 06 to June09	Depot Management - Urban Preferred Town & Rural Preferred Town - Forecasting - Reengineering of distribution	- 38% growth in Net Sales value & volume - Award of Best TSI.

Academic Credentials

- B.A.from Meerut University.

Personal Details

Date of Birth : 7th Dec, 1982
 Permanent Address : House no. 544C/170 Almas Bagh Hardoi Road Lucknow.
 Name : Muneet Kumar
 Father's Name : Shree Brahampal Saroha
 Marital Status : Married
 Hobby : Reading Books & Watching T.V. & News
 Assets : Hard worker & Sincere

Thanks & Regards

(Muneet Kumar)