

AMIT KUMAR SINGH

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Career Objective: Seeking a position to utilize my skills and abilities in the Industry that offers opportunity for growth while being resourceful, innovative and flexible.

Work Experience:

1. Company Name: Anzani Consumer Products Pvt Ltd.
Place : Kanpur
Designation : Area Manager
Duration : Dec 2017 To Till Date

2. Company Name: ITC Ltd
Place : Lucknow
Designation : Area Executive
Duration : 12 Oct 07 To 12 June 2014

3. Company Name: Pidilite Industries Ltd
Place : Kanpur
Designation : Mini Industry Incharge (U.P. East)
Duration : 12 Feb 07 To 10 Oct 07.

Roles and Responsibilities In current assignment:

- Appointment & management of Channel Partners.
- Appointment, Training and development of Sales Officers.
- Estimation and analysis of projected sales and collection.
- Collection and analysis of market information.
- Launch of new products in market.
- Designing and implementation of brand inputs.
- Ensure Availability, Visibility and Freshness of products in the market.
- Stock control at distributor and C&F level.
- Ensure Code of conduct & compliance with statutory requirements.
- Claim settlement responsibility of channel partners.
- Monthly performance review meeting with Sales Officers.

Roles and Responsibilities In ITC:

- Appointment, training & management of Channel Partners.
- Appointment, Training and development of SPOs.
- Implementation & Evaluation of TM&D plan for the FMCG business.
- Estimation and analysis of projected sales and collection.
- Collection and analysis of market information.
- Launch of new product range in market.
- Designing and implementation of brand inputs.
- Estimation and allocation of brand input in the market for current and coming month.
- Ensure Availability, Visibility and Freshness of product in the market.
- Stock control at distributor and C&F level.
- Ensure Code of conduct & compliance with statutory requirements.
- Claim settlement responsibility of channel partners.
- Monthly performance review meeting with SPOs.

Roles and Responsibilities In Pidilite:

- Appointment, training & management of Resellers.
- Data collection of working industries from Reseller, KMID & other sources.
- Meeting with end user for sales promotion, demo and training if required.
- Meeting with new customers for sales promotion via demo, presentation etc.
- Launch of new products in to market.
- Planning and achievement of monthly sales and collection targets.
- Monthly review and tracking of reseller and product wise sale.

Special Abilities

- Can serve anywhere, under any working conditions with same efficiency and may travel extensively for expansion of business.
- Undersigned is capable in anticipating and tapping every possible and available opportunity.

Hobbies

Traveling, Interactions, Driving, Music.

Professional Qualification

PGPCEM, XLRI, Jamshedpur.

PGDM, STEP-HBTI, Drop out in First Year.

MBA (Marketing) from SMU.

Academic Qualification

Master's Degree In Commerce, CSJM University Kanpur 2005.

Personal

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| Father's Name | : Mr. S. R. Singh |
| My Date of Birth | : 1 st June 1983 |
| My Marital Status | : Unmarried |
| Proficiency of Languages | : English, Hindi |

Contact Address

117/Q/716 – F, 120 Ft. Road, Near 9 No. Crossing, Sharda Nagar, Kanpur.