

RAJEEV KUMAR SINHA
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Correspondence Address: - Moh:-Bhagwan Nagar, Lane of Radha Krishna Apartment
Near Corporation Bank, Gola Road, Bailey Road, Patna:-801503

Objective:-

A Challenging position in a professional organization, where I enhance my skills and strengths in conjunction with the company's goal and objective.

WORK EXPERIENCE:-

1. Organization: - **INBISCO INDIA PVT. LTD**

Brand: - KOPIKO, JUICY MILK (SUGAR CANDY), CHOKI CHOKI, JOYMEE & BIRYANEEZ NOODLES

Designation: -Area Sales Manager

Period: - Mar. 2017 to June 2018

HQ : - Muzaffarpur

Salary: -7.60 lakh (P.A.)

Responsibility:-

- Maintaining and increasing sales of your company's products
- Reaching the target s and goal sets for entire territory
- Establishing Maintaining and Expanding Customer Base
- Setting Sales Targets for Individuals Reps and Our team as a whole
- Work on Competitor Activity Report
- Compiling and Analysing Sales figure
- **Handling team of Sr. Sales Officer & Junior Sales Officer**

2. Organization: - **Haldiram's Sancks Pvt. Ltd , New Delhi**

Brand: - Haldiram's (Snacks, Sweets, Pickle, Papad, Vermicelli, Cookies)

Designation: -Area Sales Manager

Period: - Oct.2015 to Feb 2017.

HQ : - PATNA

Salary: -5.40 lakh (P.A.)

Responsibility:-

- Maintaining and increasing sales of your company's products
- Setting Sales Targets for Individuals Reps and Our team as a whole
- Allocating areas to Sales Officer
- **Handling team of Sr. Sales Officer & Junior Sales Officer**

3. Organization: - **RANBAXY LABORATORIES LTD.-(CONSUMER CARE DIVISION)**

Brand:-Revital, Volini, Chawan Active (Chawan Parash), Pepfiz

Designation: -Area Sales Executive

Period: - July. 2010 to Sept. 2015

Area: - **Bhagalpur (HQ)**, Naugachia, Katihar, Purnea, Forbesganj, Araria, Kishanganj, Begusarai, Supoul, Madhepura, Sharasha, Munger, Jamui & Jha-Jha

Achievement

- *Gets **"PEPFIZ KING AWARD"** in Q-4, 2010 on Highest Growth all over India.
- *Gets **"REGIONAL TOPPER"** in 2011 on Highest Business Growth in the Region.
- *Gets **"PEPFIZ MONARCH AWARD"** in 2011 "Pepfiz Brand" Highest Growth all over India
- *Gets **"REGIONAL TOPPER RUNNER-UP"** in 2012 on Highest Business Growth in the Region
- *Gets **"Rapid Recognition Award"** in 2012 on crack institutional Sales of IOC-Begusarai.

Responsibility

- Responsible for Business Development in the assigned territory.
- Proper territory Management. Achieving Volume and Value targets by Month, QTR & Year.
- Handling team of Sales Representative & Trade Marketing Representative.
- To Keep Track on our Competitor Brand Activity.
- To make Planning for LOCAL BRAND PROMOTIONAL Activity and do implementation.

4. Organization: - **VISHAL RETAIL LTD.**

Designation: -**Category Head (FMCG)**

Period: -May.2008 to July 2010

Area:-**Patna, Muzaffarpur, Buxar**

Responsibility

- Retail Merchandising (Purchasing & Sale of All Trading Company and Own Brand Goods)
- Inventory management (To keep mind on slow moving, fast moving, dump & Seasonal Product)
- Handling & Care of Five Stores (Patna, Muzaffarpur, Buxar, and Siwan & Danapur) **regarding stock, payment, man power etc.**
- Achievement of **SALE** Target

5. Organization: - **GENERAL MILLS INDIA PVT. LTD.**

Brand:-Pillusbury Atta, Instant Mixes,Diptrix (Confectionary) & Vermicelli

Designation:-**SALES OFFICER**

Period: -11th Feb.2006 to 13th May 2008

Area:-**BIHAR (Patna,Muzaffarpur,Drbhanga,Gaya,Bhagalpur,Munger)**

Responsibility

- To achieved agreed sales target through effective Merchandising
- To Conduct Secondary sales

Achievement

➤*Gets **SUPER-HERO** Award in **DIP-TRIX** Confectionary (Best performer in the Region).

6. Organization: - **HINDUSTAN COCA-COLA BEV. PVT.LTD.**

Designation: -Sales officer

Period: -April.2004 to 10TH Feb.2006

Area: -Dhanbad, Chirkunda, Govindpur, Katrash, Jhariya, Gomoh, Chandrapura

Responsibility

- To conduct secondary sales, Territory Management & Distributor' Handling
- Worked on market share & visibility of Company Product Vs Competitor product
- Works On Coverage Drive.
- Timely collections from Distributor as per company SOP.

Academic Qualification:-

- Graduation (Chemistry Hon's.)From Magadh University in 1999 with 55% marks
- I.Sc. from B.I.E.C., Patna in 1994 with 68% marks
- Matric from B.S.E.B., Patna in 1992 with 67% marks

Professional Qualification:-

- Post Graduate Diploma in Sales & Marketing Management from IIM&S (A Unit Trade-Wings institute of Management) With Grade-A
- Certificate in Computer Application from MCC (Having Knowledge over SAP-Operating, Ms-dos, Ms-Word, Ms-Excel, Ms-office)

Personal Resume:-

Name	: -	Rajeev Kumar Sinha
Father's Name	: -	Sri Bajrangi Prasad
Date of Birth	: -	1st march 1978
Marital status	: -	Married
Languages know	: -	Hindi and English
Permanent Address	: -	Moh-Qumruddin ganj (Behind Hotel Gulmarg) P.O.:-Bihar Sharif, Dist:-Nalanda-803101

Notice Period : - NA

Date: -24/07/2018

Place:-Patna

(Rajeev Kumar Sinha)