

## **CURRICULUM VITAE**

**DEEPAK KESARWANI**

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### **Career Objective:**

To be associated with an organization where the best of my knowledge and skills are put to use and contribute towards the growth and development of the organization as well as myself.

### **Current Status:**

- ❖ **Working with Kellogg's India Pvt. Ltd as Assistant Manager (from June'16 Onwards...) with HQ of E.U.P.(Varanasi, Allahabad, Gorakhpur and all surrounding area of these towns)**

### **Responsibilities:**

- 1) Handle a team of 3 T.S.I., 3 PSR. And 20 Dv sm.
- 2) Making their targets (TSI, PSR, DVSM, and DB).
- 3) Guiding and motivating to our team.
- 4) Handle 10 DBs (GT+SD).
- 5) Planning and Execution in assigned area.

### **Previous Experience:**

**Working with Abbott (ANI) FMCG Food Division (From Jan 2011 to June 2016) in Varanasi HQ as a Sr. T.S.E.**

- Promoted as a SDM in Abbott (ANI) FMCG Food Division With some additional responsibilities.
- Handle Super stockiest business in Kanpur, Gorakhpur, Jhansi, Varanasi and retail business of Varanasi and Jaunpur.
- Products; Nutrition products i.e. Pediasure, Ensure, Glucerna SR, Isomil, Mam's Best, similac.

**Designation: SDM (Sales Development Manager)**

### **Responsibilities:**

1. Setup business in assigned area. (Appoint stockiest, selecting GT outlets etc.)
2. Planning and generating business from assigned area..
3. Setup team target, coaching and making stockiest claims.
4. Handle team strength of 13 (5 ISRs+ 8 Sales man).

- 1) **A. Worked with Heinz India Pvt Ltd. (From April 2009 – Jan 2011) in Allahabad H.Q. (Raebariely, Sultanpur, Pratapgarh and their Rural market)**

**Designation: Sr. SALES OFFICER**

### **Responsibilities:**

1. Handle 5 Stockiest (**3 Super stockiest, 1 wholesale stockiest and 1 Retail stockiest** and 67 sub stockiest).
2. Generating business of Rs.6.5 crore in 2009-10, with the growth of 48% in RD in FY 09.
3. Successful install and operate company software.
4. Handling Modern Trade in assigned territory (1 Future Value Retail, 2 Vishal mega marts).
5. Achieve primary and secondary sales targets.
6. Induction, training and developing distributors and their sales force.
7. Increasing sales volume and market share.
8. Monitor company schemes, promotional activities and competitor activities.

**B. Transfer** in Heinz from Allahabad to Lucknow 2 from Aug 2010 and **handle 6 super stockiest** (Lucknow, Sajhanpur, Lakhimpur, Bahraich, Faizabad, Raebarily).

1. Handle 114 sub stockiest and 6 super stockiest.
2. Handle 5110 outlet and 7.5 cr. business.

**3. Worked with PEPSI under the payroll of Varun Beverages Limited (From May 2007 – March 2009) in Muzaffarnagar, Saharanpur.**

**Designation: CUSTOMER EXECUTIVE.**

### **Responsibilities:**

1. Handle 1 CNF and 11 Stockiest in assigned territory.
2. Generating business of Rs.3 crores in 08.
3. Managing assigned territory for sales and volume development and to maximize the brands penetration and reach in the market
4. Handling New launched Juice i.e. Tropicana in the assigned Territory.
5. Managing distributor's primary and secondary sale to achieve the target
6. Target Distribution and Designing incentive Structure for the team.

### **Educational Qualifications:**

- 1 Master of business Administration from "Birla Institute of Technology" (Deemed University), Mesra Ranchi in 2007.
- 2 Bachelor of commerce from Allahabad University in 2004.
- 3 Intermediate examination from S.K. Inter College in 2001.
- 4 High school examination from S.K. Inter College in 1999.

### **Computer Skills:**

- 1 Microsoft office, Tally

### **Personal Profile:**

Name : Deepak Kesarwani  
Father's Name : Mr. R.P. Kesarwani  
Date of Birth : 22-July-1984  
Languages Known : English, Hindi  
Marital Status : Married  
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