

CURRICULAM-VITAE

RAJEEV KUMAR SHUKLA

117/O/276, Geeta Nagar

Kanpur-208025

Mob.No. 9838662707

E-mail – rajeev.kanpur@gmail.com

Career Objective:

To carry out for myself a position in a reputed concern where in I would help company grow further through my management & entrepreneur skills.

Professional Experience:

Present Working in Emami LTD.

Designation – **Area Sales Manager** --- UP (Central)

Responsibilities:

- * Managing > 1 Mother Depot, 1 CFA, 42 Distributors, 328 Re-Distributors, UP East & Central generating revenue of Rs.12 Crs annually.
- * Responsibilities include strengthening of distributor in area, maintaining the ROI, Profitability for the area, Development of FF & maintenance of hygiene.
- * Monitoring and mentoring the sales team for achievement of the stretch sales targets..
- * Managing Field Force i.e. 6 SO, 1SCo, 18 MR , 11 Stockist Salesman, 1 Key Account Officer, 4 Merchandisers team in to achieving set targets, sales product display and promotion campaigns, product launch, marketing events to sustain new business and enhance brand visibility & image with analyzing the market situation & workout the need based strategies.
- * Responsible for Annual forecasting & execution of budgets and PJP's to ensure thorough coverage of the territory customized as per outlet expansion plans, coverage frequency, visibility drive, business growth plans & inventory control management.
- * Identifying, appointing, training and developing Distributors ensuring complete market coverage and effective stock distribution.
- * Manpower planning, sales forecasting, training, performance review and appraisal of sales team.

Significant Achievements thus far:

.Successful launched in retail & established New Product Central UP. Central UP Leading from front to all over India.

.Increased 23%% sales Value of Portfolio brand against Last Year.

About Emami LTD.

Established in early 70's, Emami group has grown in India with presence diversified sectors such as FMCG, newsprint manufacturing and packaging boards, edible oil and biodiesel, real estate, hospitals, ballpoint tip manufacturing, retail, pharmacy chain, cement, solar power and contemporary art. Founded by two friends, Mr RS Agarwal and Mr RS Goenka, Emami today is a trusted and loved brand of the nation with over 25,000 employees and a group turnover of about Rs.12,000 cr with a market valuation of around Rs. 50,000 cr.

Company	:	HYGIENIC RESEARCH INSTITUTE PVT LTD
❖ Designation	:	ASM(AREA Sales Manager)
❖ Duration	:	May 2014 to SEP 2016
❖ Territory responsible	:	Central UP

Job Profile:

- **Sales & Marketing / Business Development:**
- Responsible for Annual forecasting & execution of budgets and PJPs to ensure thorough coverage of the territory customized as per outlet expansion plans, coverage frequency, visibility drive, business growth plans & inventory control management.
- * Manpower planning, sales forecasting, training, performance review and appraisal of sales team.
- **Distribution / Channel Management:**
- Managing > 1 CSA, 51 Distributors, 128 Re-Distributors, 65 UP Govt Canteen in UP East & Central
- Managing Field Force i.e. 2 SO, 1 RME, 11 SR, 10 RSP, 4 ISR, 11 Stockist Salesman, 1 Key Account Officer, 22 BA, 4 Merchandisers team in to achieving set targets, sales product display and promotion campaigns, product launch, marketing events to sustain new business and enhance brand visibility & image with analyzing the market situation & workout the need based strategies.

Client Relationship Management:

- Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- Attending clients' complaints and undertaking steps for effectively resolving them.
- Interacting with the customers to gather their feedback regarding the product satisfaction.

Achievements:

- Successful launched in retail & established New Product **STREX INSTA HAIR COLOUR** Central UP. Central UP Leading from front to all over India.
- Increased 42% sales Value of Hygienic Research Institute Pvt. Ltd Portfolio brand against Last Year.
- Increase Market coverage & distribution.
- Manage Promotional activity In Market, which lead in awareness in them.

About HYGIENIC RESEARCH INSTITUTE PVT LTD

- Mumbai based FMCG company selling & marketing Brands like **VASMOL-33 KESH KALA**, Streax Hair Colour, Florozone Cream, Shehnai Mehndi, Xenoh Deo & Hair Care Skin Care and many other regional brands

❖ Company	:	Nivea India Pvt. Ltd.
❖ Designation	:	B.D.O.(Business Development Officer)
❖ Duration	:	Sep-2011 to May 2014
❖ Territory responsible	:	Kanpur, Jhansi, Etawha, Farrukhabad

Job Profile:

Sales & Marketing / Business Development:

- Developing existing business and forecasting prospective targets as well as executing them in a given time frame thus enhancing clientele.
- Identifying & networking with prospective clients generating business from existing accounts and achieving profitability and increased business growth.

Distribution / Channel Management:

- Monitoring Distribution networks to ensure ready availability of the services at all times.
- Managing network of Channel Partners across assigned territories for deeper market penetration & reach.
- Guiding and training Partners to accomplish set revenue and business targets.

Client Relationship Management:

- Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- Attending clients' complaints and undertaking steps for effectively resolving them.
- Interacting with the customers to gather their feedback regarding the product satisfaction.

Achievements:

- Appointing New Stockiest In Kanpur Jhansi.
- Increase Market coverage & distribution.
- Manage Promotional activity In Market, which lead in awareness in them.

❖ Company	:	Cavin Kare Pvt. Ltd.
❖ Designation	:	T.S.O. (Territory sales officer)
❖ Duration	:	July2010 to Sep2011
❖ Territory responsible	:	Kanpur, Jhashi, Etawha,Farrukhabad

Job Profile :

- ❖ Managing Distribution Network Comprising of Distributors, dealers & retailers.
- ❖ Lead a team of 6 TSI's and 15 RDSM's and 8 RSP covering Central U.P.
- ❖ Handling 17 Distributors, 4 Super Distributors & 115 Sub Distributors.
- ❖ Responsible for sales and marketing operation to achieve target of secondary and primary.
- ❖ Developing relationship with dealers and key clients.
- ❖ Launching new products in the market.
- ❖ Sales analysis & forecasting.
- ❖ Undertake market research activities.

Achievements: Appointing New Super Stockiest In Jhansi To Cover Rural Town in Bundalkhand.

❖ Company	:	Henkel India ltd.
❖ Designation	:	T.S.S. (Territory Sales Supervisor)
❖ Duration	:	Nov. 2008 to June 2010.
❖ Territory responsible	:	Kanpur

Job Profile:

- ❖ Appointing new dealer & distributor in new areas.
- ❖ Promoting sales, achieving primary & secondary sales target.
- ❖ Handling 9 RDSM for local coverage with 3 Distributors.
- ❖ Handling distributors and distribution network for primary & secondary sales target.
- ❖ Handle market development activities.
- ❖ Identify market opportunities.
- ❖ Implementation of various strategies.

Achievements:

Setting up distribution infrastructure in gap market by appointing two new stockiest.

- ❖ **Company** : **Godfrey Phillips I Ltd.**
- ❖ **Designation** : **Territory Executive**
- ❖ **Duration** : **Nov. 2005 to Nov 2008**
- ❖ **Territory responsible** : **Kanpur, Farrukhabad, Jhansi.**

Job Profile:

- ❖ Appointing new dealer & distributor in new areas.
- ❖ Promoting sales, achieving primary & secondary sales target.
- ❖ Demand generation of consumer point through merchandising and local promotion activities.
- ❖ Administration & reporting.
- ❖ Handling collection & dispatching goods.

Achievements:

- ❖ Target Achievement with consistent month, quarter & years.
- ❖ Successfully launched cigarette brands, Cavender Ft., Four Square Special Tipper Ft. (Kanpur). Covenders Gold leaf Ft. (Aurriya, Kannauj & Jhansi) Tea brand super cup, symphony (Kanpur) & Conf. Brand Funda Mint (Kanpur).
- ❖ Appointing New Dealers Network in this time.
- ❖ Handling retail sale with (Big Bazar, Haryali & Vishal Mega mart).

-
- ❖ **Company** : **Ghari Industries Pvt. Ltd.**
 - ❖ **Designation** : **S.O. (Sales Officer)**
 - ❖ **Duration** : **Oct. 2003 to Nov. 2005**
 - ❖ **Territory Handled** : **Haryana**, (Rewari, Jhajjar, Rohtak, Bhiwani, Mahendragarh), **Punjab** (Ludhiana, Moga, Khanna), **U.P.** (Kanpur, Varanasi), **Uttaranchal** (Daharadun, Haldwani, Kasipur, Haradwar), **Bihar** (Katiahar, Purnia, Kisanganj).

Job Profile:

- ❖ Appointing new dealer & distributor in new areas.
- ❖ Promoting sales, achieving primary & secondary sales target.

Achievement:

- ❖ Joined as management trainee to survey the market and enter promoted to S.O.
- ❖ Appointing distributors in New Area of Haryana & Punjab.
- ❖ Conducting rural development programme in Haryana & Punjab.
- ❖ All new launches in the territory were successfully done.

Professional Qualification:

- ❖ PGDSM (Post Graduate Diploma in Sales & Marketing) from Bhartiya Vidhya Bhavan's (affiliated to Dr. Rajendra Prasad Institute of Communication & Management).
- ❖ Certificate in supply chain management vocational course from IIT Kanpur.

Educational Qualification :

- ❖ Bachelor of science from Kanpur University in 2002 in IInd Division.
- ❖ Intermediate from U.P. Board in 1999 in IInd Division.
- ❖ High School from U.P. Board in 1996 in Ist Division.

Personal Information :

- ❖ Date of Birth : 28th Dec. 1980
- ❖ Father's Name : Mr. B.K. Shukla
- ❖ Nationality : Indian
- ❖ Gender : Male
- ❖ Marital Status : Married
- ❖ Language Known : Hindi & English

Interest Area :

- ❖ Traveling, Sports, Listening Music.

Place_____

Date_____

[RAJEEV KUMAR SHUKLA]