

# **MANISH DAS**

B-54 Shivaji Colony, Meerut Cantt (Uttar Pradesh)

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## **SALES & MARKETING PROFESSIONAL:-**

Resolute and committed sales Professional with an eagerness to learn entire gaunt of sales & marketing processes from all available resources.

## **PROFILE:-**

FMCG Sales management expertise / appointment of Distributors / Super Stockiest / Organizing/ launching of companies products through channel partners. Marketing management experience / valuable network and contact in mass market distribution channels. Worked on current biggest development area of any company ie. Rural markets development project.

## **SPECIAL EXPERTISE:-**

- Accomplished result driven sales and marketing executive with a proven record of establishing and growing revenue stream.
- Proven success in exceeding sales targets and goals, improving organizational productivity and performance.
- Ability to recruit, train and develop highly motivated performance- focused channel partners & develop sales team.
- Have been part of sales training development team to increase productivity level of own sales team.
- Worked on rural project for deep coverage penetration of company's product in rural areas.

## **ACHIEVEMENTS:-**

- Successfully oversaw the startup and development of all FMCG product line.
- Achieving secondary / primary /but gated targets set by the company.
- Launching of companies products through distributors / retail network.
- Appointment of distributors / organizing companies intra structure at state level.
- Handling sales staff at various head quarter town.
- Coordinating with company depot / production supply system / depot heads for smooth
- Flow of supply / demand and claim.

## **PROFESSIONAL EXPERIENCE:-**

### **DHARAMPAL PREAM CHAND LTD**

FMCG supply chain company.

Area sales manager—Western Uttar Pradesh and Uttrakhand.

Working since-sep 16 onwards.

1.current handling a team of following sales staff :western Uttar Pradesh-area sales executive-5 and sales officer-10 and dsm.

2.Uttrakhand-area sales executive-2 and sales officer-4 and dsm

### **GANDOUR INDIA FOOD PROCESSING PVT LTD, DELHI**

FMCG supply chain company.

Area sales executive—Western Uttar Pradesh and Uttrakhand.

Working since-April15 till Aug 16

1.handling a Western Uttar Pradesh-3 sales officers and 6 tsi and 5 rdsm.

2.Uttrakhand-4 sales officer and 2 tsi.

### **BRITANNIA INDUSTRIES LTD, DELHI**

FMCG Supply chain Company

Sales officer – Western Uttar Pradesh

Worked since May 1997 to april15

State handled- Uttranchal/Uttar Pradesh

1. Leading/ managing a big team.
2. Increasing brand recognition, product placement in deep interior hill markets for increasing growth profits & deep availability of products to mass.
3. Develop new super stockiest models to reach all remote areas. (By appointment of Rural Prospecting distributors).
4. Building companies infra structure with vans / authorized whole seller's sales staff.
5. Deep coverage with vans.
6. Slashed operational and overhead costs and increase cash inflow.
7. Organized different activities to promote the good will of the company.

- OTHER COMPANIES WORKED

1. M/s GUJRAT COOPERATIVE MILK MARKETING FEDERATION LTD (Dairy Trade).- SALES EXECUTIVE- WESTERN UP FROM - MAY 96 TO APRIL 97.
2. M/s NEPC AGRO FOODS LTD.- SALES EXECUTIVE – NEW PRODUCT LINE ( Food Trade) FROM - JAN 94 TO APRIL 96.
3. M/s PHOENIX OVERSEAS LTD – AREA SALES EXECUTIVE- DISTRIBUTOR RETAIL NETWORK ( Foot wear) FROM - JAN 90 TO DEC 93.

**ACADEMIA:-**

- BACHELOR OF SCIENCE FROM MEERUT COLLEGE , MEERUT.
- POST GRADUTAE DIPLOMA IN SYSTEMS MANAGEMENT FROM -NIIT DELHI.

**PERSONAL DETAILS:-**

Native Place : Meerut (Uttar Pradesh)

Date Of Birth : 16<sup>th</sup> Aug 1967

Martial Status : Married

Languages Known : English, Hindi

Father's Name : Late Major B.M.Das

(MANISH DAS)