

Curriculum Vitae

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Seeking an opportunity for higher assignments & learning opportunities with a growth oriented organization of repute.

CAREER ABSTRACTS

A competent professional with 10 years experience in sales & marketing, working with **HINDUSTAN UNILEVER Ltd.** as T.S.O. Demonstrated skills in **team supervision, Strategic Planning** and **Distribution channel management** as well as exceptional communication abilities across the organizational levels.

CAREER HIGHLIGHTS

May'-2012 to till date **Hindustan Unilever Ltd.** **Location: - Raebareilly/Lucknow**

FMCG products - Sales Team & distribution supervision - Promotion & New Launch

- ⇒ Field Force Efficiency, i.e. achievement of desired Coverage, Productivity, TLSD & Man days etc.
- ⇒ Infra in line with plans, w.r.t. Direct and Indirect Outlets Coverage,
- ⇒ Develop short term and long term sales plan through effective use of inputs for higher profitability.
- ⇒ Application of structured selling process and negotiation techniques to achieve the business targets.
- ⇒ Monitor hygiene in documentation, adherence to visibility templates, SOP's etc in market.
- ⇒ Appointment of Distributor, Dealers & retailers as of business requirement.
- ⇒ Pop based approach for market to increase coverage.
- ⇒ Managing 7 Distributor & 3650 wholesalers/retailers for 40 cr business in the assigned geography.
- ⇒ Handling 42 employees team for distribution operation & sales process.
- ⇒ Division/Category/Product wise & Brand Wise execution/market share in market to achieve goals.
- ⇒ Stock replenishment planning at Distributor as per the norms level via SAP.
- ⇒ Activation to establish the market for HUL products and higher brand visibility/market share at retail point.
- ⇒ Implementation of activation/new launch schemes in market to achieve the desired objectives.
- ⇒ Claim settlement of KSP/Distributor & other Stock holders in the geography.
- ⇒ Ensuring each product Visibility & Availability as per AVI INDEX via HHT ORDER'S.
- ⇒ Coaching, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets
- ⇒ Key A/c Management & competition tracking.

Aug'-2008 to April 2012 **Hindustan Lever Ltd** **Location: - Allahabad/Varanasi**

Pureit - Sales Team & distribution Planning - Promotion & New Launch

- ⇒ Launch framing in urban & Rural market for channels and zone establishment.
- ⇒ SIA development for marketing and Placement of Pureit in Consumer Durable outlet.
- ⇒ Distribution planning for CDO & DST operation as per locality SIA.
- ⇒ Service planning, monitoring.
- ⇒ DST classroom as well as OJT training.
- ⇒ Recruitment of new Sales Associates/PWE's.
- ⇒ Monitoring and analyzing performance of sales team in Sales Achievement/Development Initiatives.
- ⇒ Damage/Expiry Control.
- ⇒ Stock Management at depots and Distributors/ SuperStockists/ SubStockists.
- ⇒ Build up, manage and support distributor network in the markets.

Sep'01-05 to Aug'20 -2008

Bharti Airtel Ltd

Location:- Meerut

- ⇒ Managing **sales team/channel partner's** for sales promotion for **Broadband & telephony products of Airtel.**
- ⇒ Participates in general sales strategy and defining plans along with Manager to sell a range of products to maximize revenue/profitability (SME & CORP.).

- ⇔ Actively involved in various Marketing campaign for the **direct sales promotion** as well as to support **PMS system**.
- ⇔ Managing and motivating channels/ sales team to give best result for maximum **NAD ACQUISITION (sales)** to achieve target collectively.
- ⇔ To increase to focus on Area-Wise Penetration and to increase market share in the allocated territory.
- ⇔ Actively involved in managing **K.R.A'S** of the team & own in sales target, S&M Complaints, Churn, etc.
- ⇔ To increase quality acquisition and to reduce Nil Usage and AVCV Negatives.
- ⇔ Acquisition of new customer in Airtel by focusing on latent market & competitor's churn.
- ⇔ Opening new accounts / managing KEY ACCOUNTS in terms of Additional line, reduced churn, after sales support etc. with Revenue maximization.
- ⇔ Handled "**Baaton Baaton Mein Lakhon**" campaign launched for Airtel STD PCO'S in Meerut city.
- ⇔ Representing **Airtel (BB&TS)** in **Prelaunch & Presales activities** at Meerut.
- ⇔ Conducting survey and finding frequency of customer in network area, differentiating customers in SME&CORP., MASS COMM.STDPKO. And RESI,for Market Research

PROFESIONAL QULIFICATION

2005 MBA from I.I.M.S. MEERUT

With **Marketing & Information Technology**

ACADEMIC CREDENTIALS

2002 B.Sc. from C.S.J.M.UNIVERSITY KANPUR

1999 Intermediate from U.P. Board

1997 High school From U.P. Board

Achievements

Certificate of appreciation by GM- Central branch for BEST YEARLY ECO achievement of 2015 .

Certificate of appreciation by GM- Central branch & GM MARKETING for best width of achievement on booster day drive 2015.

Won HUL Taza club highest growth award in 2014.

Got best product launch award in 2011.

Won 29" LED TV in HUL Branch Contest SQ 2010.

Won split A.c. for highest over delivering in MQ 2009.

Best availability, visibility of all SKU's in retail in North region by IMRB survey for HUL2010 and 2012.

Best New Market launch award in 2009 for Pureit.

Achieved **2 time sales** from given target with continuous highest incentive earner for Airtel's Meerut location.

Qualified **Bangkok Bonanza Campaign Airtel (3 Month)** for selling highest NAD in financial year 2006-2007

Won **Trophy** for giving highest performance for The MISSION 1001 of Meerut location in Mar'08

Personal Detail:

Father's Name	:	Shri J.S. Sengar
Date of birth	:	30 June 1982
Nationality	:	Indian
Sex	:	Male
Marital Status		Married
Language Known	:	Hindi & English
P. Address	:	209/169 PATA BAG FRIENDS COLONY ETAWAH UP 2060001

Date:

Place:

Sunil Singh Sengar