

Ranjeet Kumar Nag

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Assignments in `Sales & Marketing/Business Development with High- growth organization.

PROFESSIONAL SUMMARY

- ✧ Presently working with **PATANJALI LTD.** as **Area Sales Manager** *in* area of sales at **H.Q. – LUCKNOW (UP).**
- ✧ Over Six Month working with **CAVINKARE PROVATE LIMITED** as a **Sales Officer** *in* area of sales at **H.Q. – Lucknow.**
- ✧ Over One year working exp. with **SUPER-MAX PERSONAL CARE PVT. LTD.** as a **Sales Officer** *in* area of sales at **H.Q. – Lucknow.**
- ✧ Over two year working exp. with **GANDOUR INDIA FOOD PROCESSING PVT. LTD** as a **Sales Officer** *in* area of sales at **H.Q. – Lucknow.**
- ✧ Over two year working exp. with **M.C.P.L. INDIA PVT. LTD.** as **Territory Sales In-charge** *in* area of sales at **Central U.P. & Uttarakhand (H.Q. – Dehradun).**
- ✧ Over Five year working exp. with **ALEMBIC LTD.** as **Sales officer** at **Lucknow H.Q.** for the selling of the OTC & FMCG products.
- ✧ A self-motivated team player with excellent communication, analytical, relationship management and problem solving skills.
- ✧ Exposure in tapping new business opportunities with proven ability to achieve sales targets. An effective communicator with good presentation skills & ability to work cooperatively with cross functional teams.
- ✧ Willing to work closely with all functional groups within the organization
- ✧ Handle company TSI & Distributor Sales man.

AREAS OF EXPERTISE

Sales & Marketing

- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Mapping & analyzing business potential identify new profitable products/product lines.
- Utilizing market information & personal network to develop marketing intelligence for generating leads.
- Distribution of all **PATANJALI** products are increased from 9 Distributors to 36 Distributors with the coverage (direct) increased from 2150 outlets to 6000 outlets.
- Driving 432% Volume growth of all **PATANJALI** Products even after price hike.
- All 08 TSI are working on company pay roll under my supervision.
- **Launched India's First "Zero Calories Sweetener" in Lucknow & Kanpur in FMCG pattern.**
- In **M.C.P.L. India Pvt. Ltd.** Handle totally FMCG outlets & products like **Brand Old Spice** Shaving Cream, After Shave Lotion, Shaving Foam and X-M Deo in assign territory (Central U.P.). Kanpur, Jhansi, Agra, Aligarh, Mathura, Etawah, unnao, firojabad, Banda, Lalitpur and ORAI & **UTTARAKHAND**(Also Bareilly and Moradabad).

Business Development

- *Developing & implementing competitive strategies* for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets.
- Identifying and networking with prospective retailers & distributors in FMCG Sector, generating business from the existing accounts and achieving profitability and increased sales growth.

ORGANISATIONAL EXPERIENCE

Feb- 2015 to Till Now

PATANJALI AYURVED LTD as an Area Sales Manager.

- ❖ Handling a team of 6 SO with a Super Distribution operations also under my control.
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Handling SO & stockiest sales man.
- ❖ Monitor progress against targets with the help of distributor channel.
- ❖ Responsible for improvement of distribution of our product.

Aug- 2014 to Feb- 2015

CAVINKARE PROVATE LIMITED. as a Sales officer

- ❖ Responsible for Sales of the F.M.C.G. Products [General Trade & (Food and beverage Trade Both)].
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Handling sales representative & stockiest sales man.
- ❖ Monitor progress against targets with the help of distributor channel.
- ❖ Responsible for improvement of distribution of our product.

July-2013 to Aug- 2014

SUPER-MAX PERSONAL CARE PVT. LTD. as a Sales officer

- ❖ Responsible for Sales of the F.M.C.G. Products.
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Handling sales representative & stockiest sales man.
- ❖ Monitor progress against targets with the help of distributor channel.

October-2011 to July- 2013

GANDOUR INDIA FOOD PROCESSING PVT. LTD. As a Sales officer

- ❖ Responsible for Sales of the F.M.C.G. Products.
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Handling sales representative & stockiest sales man.
- ❖ Monitor progress against targets with the help of distributor channel.

Nov-2009 to October -2011

M.C.P.L. India Pvt. Ltd. as a Territory Sales In-Charge.

- ❖ Responsible for Sales of the F.M.C.G. Products.
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Handling sales representative & stockiest sales man.
- ❖ Monitor progress against targets with the help of distributor channel.
- ❖ Handle central U.P. & Uttarhand.

June 2004 to November .2009

Alembic Ltd. as a Sales Officer.

- ❖ Responsible for Sales of FMCG products.
- ❖ Responsible to achieve for Primary/Secondary sales targets.
- ❖ Formulates and consolidates plans and revisions.
- ❖ Monitor progress against targets.

EDUCATION

- **M.B.A** appearing from UPTU.
- **M.A.** from Kanpur University Kanpur in 2004.
- **B.Sc. (BIO)** from luck now University, Luck now in 2000.
- **Intermediate** from U.P Board in 1997.
- **S.S.C** from CBSE New Delhi 1995.

ITS SKILLS

- Six months Computer Application Diploma from K.G.P.S. Daliganj Lucknow.
- Well-versed with MS-Office (, MS-Excel) and Internet application.

EXTRA- CURRICULAR ACTIVITIES

- An active Participant of various Cultural Programs, Quiz competitions, & several other events at college level.

PERSONAL DETAILS

Father's Name : Mr. Ram Naresh Nag
Mother's Name : Mrs. Rajeshwari Nag
Date of Birth : 08th Aug 1979
Marital Status : Married

DATE: 03/02/2018

PLACE :-Lucknow

(Ranjeet Kumar Nag)