



RAJIV JOSHI

H.NO 16-B U&V BLOCK, SHALIMAR BAGH NEW DELHI-88

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Summary: About two decades experience in managing sales, distribution, targeting new products.

Demonstrate through leadership and able to influence others, works effectively and independently. Creative with sharp research investigative skills, highly customer focused, Team Player and Result Oriented. Working cross functionally with others and prioritizing responsibilities. Responsible, reliable, able to work quickly, optimistic and hard working.

PROFESSIONAL ABRIDGEMENT

- Over twenty years of experience in sales and marketing with companies like **Parle Agro Pvt. Ltd and Parle Products.**
- Currently designated as **Area Sales Manager – (G.T)** with **Parle Products Pvt. Ltd. since September'06.**
- Extensive experience in Establishing Dealers, Distributor's network and promoting the Products in a highly competitive and dynamic market conditions.
- Successful in turning the toughest territories in Profit Centre Operations.

- Hands on experience in managing & leading sales functions, achieving sales & revenue targets.
- An effective communicator with excellent team management and motivational skills.

Work Experience

❖ **CURRENT ASSIGNMENT**

Parle Products Pvt. Ltd

- Currently working as Sr. Area Sales Manager since **April 2011**, looking after General Trade business in DELHI.
- Previously was designated as Sales executive from April 2008 to April 2011 was looking after the m.t
- Initially joined the firm as Sales Offices and was at the same designation from September 2006 to April 2008 was looking after the M.T

Key accounts handled- Big Bazaar, Vishal Mega Mart, KB Fair Price, Spencer, Rei Agro, Salasar, SRS, KB Fair Price, Lal Mahal etc.

JOB PROFILE

❖ **CURRENT ASSIGNMENT**

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❖ **PREVIOUS ASSIGNMENTS**

Worked with Parle Agro Pvt. Ltd from July 2000 to Aug 2006 as Territory Sales Officer –Delhi

- **Parle Agro** enjoys a tough competition of Tropicana and Maza against Frooti. I handled Frooti and gave a growth of 35% on the product and maintained the monopoly of Frooti and achieved highest target in the market,
- Also, handled Appy Fizz, Apple Drink, in very competitive market and managed growth against the monopoly of Dabur Real.
- Lead a team of 10 D.S.R,1 P.S.R. and two Distributors handling a turnover of 52 lacs per month

ACADEMIC QUALIFICATION

- Matriculation(X) in year 1993 with first Division from Haryana Board
- Senior Secondary Exams(XII) in year 1995 with first Division
- Graduation(BA) in year 1998 with first division from CCS University, Meerut

Other Qualification

- One year Diploma in computer course(Basics and Advance Excel Including office) from Digital Training Centre.
- Worked on the company “Peoplesoft” and “Sahyog”

Personal Details

Name : Rajiv Joshi
Date of Birth : 3rd July 1976
Marital Status : Married
Languages Known : English & Hindi
Nationality : Indian

Declaration

I hereby declare that above given information is correct and complete to the best of my knowledge and nothing has been concealed /distorted.

Date:

Place: New Delhi

Rajiv Joshi