

SUJITA KUMAR GUPTA

Business Executive



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Mob: 9625218663

Father's name: Dina Nath Prasad

Date of birth: 02, Dec 1986

Sex: Male

Marital status: Married

Nationality: Indian

HOUSE NO. 1169, STREET NO. 9, NEAR
DHANWAPUR CROSSING, LAXMAN VIHAR
PHASE – 2, GURGAON (HR) 122001

Objective

Want to work in a dynamic organization having versatile, truly professional top management with a strong appetite for growth, both for organization and individual.

Speciality – Launch New Products

We have launched “**Danone**”, “**Hudson Canola Oil**” and “**Wagga Wagga Canola Oil**” and more products/Brand and worked with **Hamdard & Bunge India Pvt. Ltd.** in Delhi NCR and Haryana.

Work experience

ASE

Bunge India Pvt. Ltd.

*Oct 2022 to till date
(South Haryana)*

Product Dealing

- *Cooking Oil- Mustard Oil, Soya Oil, Sun Flower, Ground Nut Oil, Vanaspati Ghee*

Profile/Responsibility

Maintaining daily primary, secondary sales

Distribution management, dealer engagement and Sub dealers tie ups for all products.

Handling existing retail base also on boarding new dealers to increase penetration of current distribution as per the company requirement adhering company policy and process

Planning category and SKU wise sales forecast for getting regular required stock by doing regular trend analysis of past business performance and future business possibilities keeping in mind competition offerings

Establishing Coordination between cross functional departments and channel partners for their financials, after sales service issues, marketing and logistic related issues

Arranging Rewards and Recognition activities to engage distributor and DSM team

BUSINESS EXECUTIVE

Hamdard Laboratories India

*Oct 2020 to Oct 2022 (2 Years)
(South Haryana)*

Product Dealing

- *NPD (Foods + Beverages)*
- *Foods- Honey, Isabgol, hing, glucose-D, olive oil, saffron and mustard oil*
- *Beverages- Sharbat Roohafza, lassi, milk shake, nariyal pani, fusion juice, squash and health juice,*

Profile/Responsibility (Launch new products)

- Target plan with SSM and ISR area wise.
- Total team size 8 SSM, 2 ISR and.
- Distribution Management in market Execution
- Maintaining the secondary sales as well as primary sales in the assigned territory.
- Increase sales volume by maintaining existing distributors and making new distributor.
- New Product Launches, Distribution and Visibility.
- To improve dealers' sales.

SKILLS

- Distribution Management
- Customer Relationship Management
- Team Management
- Channel Sales Management
- Data Analysis Management
- Management of information system
- Forecasting
- Performance & Process Improvement
- New Market Identification
- New Products launch

IT Skill

National institute of electronic and information technology (NIELIT) 2015
Delhi

Course on computer concepts

- MS office –
- Word
- Excel
- Power Point

HONOR AWARDS

- Best of the students (10/2002 – 10/2004)
- *National coaching institute (Gayatri Parivar)*

LANGUAGES

- **Hindi**
Native or Bilingual Proficiency
- **English**
Limited Working Proficiency
- **Nagamese**
Elementary Proficiency

INTERESTS

- Playing chess Listening to music
- Traveling
- Reading books

- Looking after the Sales Promotion activities and Work site activities to increase the visibility and business of company.
- Providing support to stockiest & team.
- Handling Channel Distribution, delivering Targets assigned.
- Look after the dealer network.
- To recruit Executives and promoters for the assigned region and help they perform in achieving the targets.
- To take action on complaints of product and service quality and take appropriate corrective steps as and when required in consultation with ASM & RSM.
- Identify and build relationships with key customers.

Senior Sales Executive
Dalmia Continental Pvt. Ltd.

Apr 2018 to Oct 2020 (2 Years 6 months)
Gurgaon and Faridabad

Product Dealing

- Canola Oil, Olive Oil, Pasta

Profile/Responsibility

Total team size 10 Promoters.

- Distribution Management in market Execution
- Maintaining the secondary sales as well as primary sales in the assigned territory.
- Increase sales volume by maintaining existing distributors and making new distributor.
- New Product Launches, Distribution and Visibility.
- Looking after the Sales Promotion activities and Work site activities to increase the visibility and business of company.
- Providing support to stockiest & team.
- To improve dealers' sales.
- Handling Channel Distribution, delivering Targets assigned.
- Look after the dealer network.
- To recruit Executives and promoters for the assigned region and help they perform in achieving the targets.
- To take action on complaints of product and service quality and take appropriate corrective steps as and when required in consultation with ASM.
- Identify and build relationships with key customers.

Sales executive

Sep 2012 to Mar 2018 (5 years and 6 months)

Danone foods and beverages (I) Pvt. Ltd.

Gurgaon

Product Dealing

- Milk (Tetra Pack), Curd (Pouch & Cup), Yoghurt (Cup), Chhaachh & Lassi (Tetra Pack),
- Choco Smoothie (Tetra Pack), Flavoured Milk (Tetra Pack)

Profile/Responsibility (Launch new products)

- Responsible for a various key account in his area to manage relationship.
- To search new fruitful New Distributors/ Dealers in their assigned areas.
- Generate sales and handle the issues.
- Generating secondary sales through best in shop visibility and availability.
- To handle distribution partners and Revenue Generation
- Increase sales volume by maintaining existing distributors and making new distributor.
- New Product Launches and open new outlet.

PSR

May 2009 to Sep 2012 (3 years and 5 months)

VRS FOODS LTD. (PARAS MILK)

Gurgaon

Product Dealing

- Milk (Poly pack), Curd (Pouch & Cup), Chhaachh (Pouch)

Profile/Responsibly & task

- Generating secondary sales through best in shop visibility and availability.
- Opening new outlet.
- Convince retailers about their products.
- Ensured products and promotions knowledge of sales personnel selling to consumers.
- Collect the payments from the market.

EDUCATION

Master of Business Administration

Madan Mohan Malaviya University of
Technology

2019 – 2020

Gorakhpur, Uttar Pradesh

Courses

- Marketing

Bachelor of Art

- V.B.S. Purvanchal University

2004 – 2007

Ballia, Uttar Pradesh

Courses

- Education
- Political science
- Ancient history
- Environmental study

Intermediate (10+2)

A.S.B.S. Inter collage

2002 – 2004

Rasra, Ballia, Uttar Pradesh

Courses

- General Hindi
- English
- Physics
- Chemistry
- Biology

High school (10th)

A.S.B.S. Inter collage

2000 – 2002

Rasra, Ballia, Uttar Pradesh

Courses

- Hindi
- English
- Mathematics
- Science
- Social science
- Drawing

Strengths

- Decision Making ability & confidence.
- Communication skill and ability to work in a team.
- Integrity and ready to accept challenge.
- Result oriented
- I am punctual and loyal towards my work.
- Decision Making ability & confidence.
- Communication skill and ability to work in a team.
- Integrity and ready to accept challenge.
- Result oriented

I hereby declare that the information given above is true to the best of my knowledge.

Respectfully,

Sujita Kumar Gupta
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