

ANUPAM SHARMA

Business Development | | Sales & Marketing

Scaling new heights of success with hard work & dedication, targeting senior-level managerial assignments which involve analytical capabilities and professional FMCG industry



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Key Skills



Profile Summary

Team Building & Leadership



Sales & Marketing



Business Strategy & Execution



New Business Development



Strategic Alliances & Partnerships



- A goal-oriented professional with **over 9 years** of experience in **Business Development and Sales & Marketing**
- Currently associated with **M/s Dharampal Premchand Ltd. (DS GROUP) As Area Sales Executive.**
- Professional skills include Business development, Channel sales management, Execution of Trade promotional schemes, Distributors handling, Product launches etc.
- Skilled in managing the teams to work in sync with corporate goals & motivating them for achieving business and individual development objectives
- Leveraging skills in managing business development, identifying and developing new markets
- Proven skills in achieving/exceeding targets, increasing retail base, establishing dealers' network and creating a team work environment to enhance profitability innovatively.
- Exceptionally well-organized with a track record that demonstrates self-motivation, creativity & initiative to achieve personal & corporate goals

Career Timeline



**DHARAMPAL PREM
CHAND LTD.**

**2 MAY2022
TO TILL DATE**

**DABUR INDIA
PRIVATE LTD.**

**10June2014'
TO APRIL" 2021**

RASNA PRIVATE LTD.

8July2013"TO MAR" 2014

Notable Accomplishments Across the Career

Dharampal Premchand Ltd. (Area Sales Executive) HQ Jaipur

Key Result Areas:

- Launched FMCG Division of DPPC Ltd effectively at Jaipur, Pilani, Jhunjhunu, Nawalgarh and Reegus, Shri madhopur Zone
- Forecasting, planning and strategizing for promotions as per the market geography and seasonality factor
- Direct the sales team and establishing sales target brand wise, pack wise as per ASP, mentoring them in breaking the same geographically, monthly & weekly
- Focusing on distribution handling, sales promotion, discounts and schemes management
- Mentoring channel partner for developing them to achieve consistent profitability
- Focused concentration on Team building, leading, training & explore their potential

Dabur India Pvt. Ltd. (Food And Beverage division) Jaipur

SSM (SALES EXECUTIVE)

Job Synopsis:

- Directed wholesale Outlet And General Market In Jaipur
- Responsible for Availability, Visibility of each and every SKU and all NCD
- Developed Channel partners for achieving business volume consistently
- Identified new rural markets and explored existing with effective control mechanism
- On job training to PSRs
- Responsible for Primary and Secondary Sales
- Regularly visit FSC outlets and ensure all parameters of FSC to fulfill

RASNA PRIVATE LTD. (SO) Jaipur

J ob Synopsis

- Responsible for part of Jaipur and upcountry towns
- Responsible for Brand wise primary and secondary
- Managing a team of 2 DSM at Jaipur and mentored 10 rural dealers
- Ensure availability, Visibility and Merchandising
- Responsible for Scheme communication to dealers and ensure the same to run in the market

Highlights:

- Launched FMCG division of DPPC Ltd effectively in assigned Zones
- Mentored a team of 5 DSM and 8 Direct Distributors and 10 rural towns with Avg. business of Rs. 4
- Lacs (FMCG Division)
- Monitoring a team of 5 DSM and 8 Direct Distributors with Avg. business of Rs. 60 Lacs (TR Division)



Academic Details

- B.A. from Jaipur National University Jaipur



Personal Details

Date of Birth:06th July 1994

Languages Known: Hindi and English

Permanent Address: Plot No. B-132/B, Saryu Path,Gurjar ki thadi Shanti Nagar, Jaipur (Rajasthan) -302019