

ASHISH KUMAR MOHARANA

Mobile:8895827921

Email: ashishmoharana@gmail.com

Objective

- Dynamic and diligent professional with extensive experience in Channel Sales Management & Dealer Management. Currently designated as **Assistant Sales Manager** at "**Zar Metamorphose Combine Pvt Ltd**".
- Expertise in enabling business growth by developing and managing Primary sales across assigned territories and guiding Sales officer and set revenue and business targets.

Working Experience

Current Employer:-

ZAR METAMORPHOSE COMBINE PVT LTD

Duration:- 25th May 2023 to 28th Feb 2025

Position:- Asst.Sales Manager

Territory:- South & Western Odisha

Current CTC:- 7.8 Lakh

Job Role:

- Working as" Asst. Sales Manager" in **Zar Metamorphose Combine Pvt Ltd** (MAGIC PAINT) and look entire South Odisha & Western Odisha.
- Five Sales Officers reporting to me in Five Headqauter (Berhmapur, Jeypore, Sambalpur, Bolangir & Rourkela)
- Appoint New Distributor & Dealer with Sales Officer & also solve any product related complaint, Transportation problem & any damage issue.
- 72 active Dealer worked before my joining and after my enrollment in ZAR my team has creat 146 active dealer. And now I have control 172 active dealers.
- I am handling Painter meet, Shop meet & Contractor meet.
- Every quarterly I have arrange Sub-Dealer meet with respective Sales Officer.

Previous Employer Details:-

INDIGO PAINTS LTD.

Duration: 12th November 2014 to 24th May 2023

Territory: South Odisha

Designation: **Senior Sales Officer**

Current CTC :- 6.5 Lakhs

Achievements:

- Appointed as a **Sales officer** in 2014 Nov.
- Promoted to **Senior Sales officer** in 2017.
- Give 5.75 crore revenue annually to Indigo Paints.
- Installed more than 42 machines and 73 dealers in South Odisha and part of Western Odisha.
- Awarded for 6 years "**Best Employee**" consecutively for achieving annual revenue target.
- In 2020-21 achieved **Annual award for recruiting most no of Dealers** across all Sales officers in the country.

Roles and Responsibilities:

- Ensuring fulfillment of dealer wise sales plans by proper execution of monthly promotional schemes.
- Appointing new dealer to expand the overall sustainable sale potential in the territorial market.
- District/Dealer level data analysis to identify gaps and drive necessary Initiatives.
- Managing BTL executive for South-Odisha and monitoring regular enrollment and activation of contactors and maximizing contractor engagement in promotional scheme
- Organized 50+ Contractor meets in Q1 2022-23 for product awareness, during new product launch and new dealer appointment

VeekesyPlastomers (I) Pvt Ltd, Kerela

Duration: June 2009 – Oct 2014

Designation: Sr. Executive-Sales & Marketing

Covered Area: Odisha.

Job Profile:-

- Appoint Potential Dealer with strong in financial and Market in that District.
- Market Survey in all over Odisha where our Dealer is Exist.
- Quickly solve the problem if any quarries arise in the market.
- Aware the market and Dealers if company announces the schemes and Target bonus.

Academic Qualification

DEGREE	NAME OF THE UNIVERSITY / INSTITUTE	YEAR OF PASSING
MBA	INSTITUTE OF MANAGEMENT, BHUBANESWAR	2006
BSC	ACADEMY OF TECHNOCRATS, BERHMAPUR	2004

STRENGTH

- Eagerness to learn and acquire new skills.
- Ability to work in a team, co-ordinates its activity and manage the team.
- Very hardworking and conscious at my work.
- Always in a positive attitude.

Personal Details

Date of Birth : 03/11/1983
Gender : Male
Languages Known : English, Hindi, and Oriya
Current Location : Berhampur
Hobby : Travelling and Visit new area