

**DISTRIBUTION MANAGEMENT * CHANNEL SALES AND CATEGORY MANAGEMENT * RTM * GTM *
SALES TRANSFORMATION * STRATEGIC GROWTH INITIATIVES * BIG PICTURE THINKING**

- People's Leader and knows how to drive results with Team.
- Effective in launching new products, initiatives, creating channel infrastructure, distribution management, new teams and their operation mechanism
- **24 years of experience across FMCG value chain**
- **20 years with Nestle India Limited (2001- 21)**
- **PGDBA- Sales & Marketing, ICCMRT Lucknow John Walter Thompson Internship**

CAREER – AT A GLANCE

Multi faceted experience in Sales and Distribution management of leading global and new brands in urban and rural geographies, strategic channel and category development, for driving multi category business through distribution channel, corporate collaborations & winning RTM models across all FMCG channels.

- **DGM Sales & Distribution India in VRS Foods Ltd (Paras) based in New Delhi (Jun 2023 onwards)**
 - Reporting to CMO, VP sales and MD
 - Large Team of ZSM, RSM, ASM, Officers & Promoters.
 - Custodian of Sales for Consumer products Division & Horeca.
 - NPD launches & Distribution expansion.
 - Annual Sales Planning, Sales Training & Projects
- **HEAD OF SALES- KEY TOWNS in Fifth Sense Naturals Pvt Ltd (Maate) based in Gurgaon (2021–May 2023)**
 - Reporting to Cofounders , as member of the Core Team.
 - Custodian of Sales for Key towns in GT channels.
 - Leading Distribution network, Team management, Strategic collaborations, Visibility & Agency management.
- **CHANNEL SALES MANAGER: NORTH INDIA in Nestle India Ltd based in Gurgaon (Mar'18 – Jun'21)**
 - Reporting to BCCSD Head North India & Head office.
 - Large reporting teams of Assistant Channel managers, Sales, OOH, Nutrition managers and 500 3rd party employees.
 - Custodian of Retail Programs & Channel sales targets.
 - Category Manager for Nesplus Breakfast Cereals.
 - Led visibility campaigns, retailer engagement, NPD launches & trade categories sales initiatives.
 - Custodian of Category branding, Assets management, Agency management and Competition information.
 - MFR, ICP Yearly planning and Sales forecasting.
- **SENIOR SALES MANAGER: TRADE / DAIRY in Nestle India Ltd (Apr'13 – Feb'18/Jan'09–Mar'13) resp.**
 - Reporting to RSM & NSM respectively. Large reporting teams of sales & nutrition executives and 3rd party employees.
 - Extensive exposure in geographies of Chandigarh Tricity, Haryana, DNCR & UP in General trade & Dairy business.
 - Achievement of Primary and secondary targets.
 - Sales and distribution operations, Innovative RTM models, NPD launch, Enhancing numeric reach, Sales planning.
- **SR. SALES TRAINING EXEC (Jan'08-Dec'08)- Nestle**
- **SR. ACTIVATION EXEC (Jan'07-Dec'07)- Nestle**
- **SR. SALES EXECUTIVE (Apr'01-Dec'06)- Nestle**
- **SALES EXECUTIVE (Nov'00-Mar'01)- Xerox**
- **SALES EXECUTIVE (Apr'00-Oct'2000): Park Plaza**

CORE COMPETENCIES:

Sales & Distribution | Establishing Dealer & Distributor network | Channel & Category management | Market penetration | GTM & RTM strategy | NPD launches | Training & Team development | Strategic Collaborations | Business development | Visibility | Vendor & Agency management | Stakeholder management | Corporate sales & Gifting Solutions | Data analysis | Sales forecasting | Crisis management | MAGGI RECALL & RELAUNCH

KEY PROJECTS:

- Innovative Coverage Models
- Visibility Grading
- Corporate Visibility Programs
- Distribution Revamp
- School, Corporate & Hospital Activations
- Rural Blitz
- Channel and Category Development
- MSS
- Innovation in Branding

PERFORMANCE BENCHMARKS:

- Strategic 700 + Super market conversion in DNCR (2023-24)
- Spearheaded conversions of leading hospitals (2009-23)
- Implemented 5000 Cool Chain assets deployments (2019-2020)
- Led visibility grading dominance, highest Pan India 98% (2018-2020)
- National pool of Sales trainers (2008-21)
- Sparkz Talent Pool (2008-2013-2017)
- National Sales Champion (2014-2015)
- Best Sales & Nutrition Team awards (2010-11-13-14-16-17)
- Best Sales Trainer Pan India (2008)
- Super achievers Awards (2001 – 2017)

WORK EXPERIENCE & ACCOMPLISHMENTS

VRS FOODS LIMITED (PARAS)

DGM SALES & DISTRIBUTION – INDIA | Jun 2023 onwards

Geography: J&K, Punjab, HP, Rajasthan, Haryana, DNCR, UK, UP, Maharashtra, MP, Bihar, Jharkhand, WB, South
Team: ZSM, RSM, ASM & Officers | Additional Reporting from 60 promoters (General Trade)

- ➊ Custodian of Sales and distribution of Consumer Products division and Horeca for Cow Ghee, Cream, UHT, Milkshakes, Butter, Mustard Oil and Paneer through 800+ distributors.
 - Appointment of additional GT distributors through competitive benchmarking across states.
 - Developed Pan India competitive mapping database of FMCG distributors and redistributors potential towns by towns gap analysis for all States.
 - Developed SOP for New towns launch.
 - Core team member for upcoming launch of Coffee Brand- Koffelo
 - Designed National RTM and GTM plan for Koffelo launch.
 - Coordination with marketing agencies for ATL and BTL activities alongwith marketing team.
 - Designed Sales channel marketing activation matrix for all existing and planned launches.
 - Initiated and spearheaded DNCR business development project by enrolling 700+ supermarkets and ward level numeric reach expansion by appointment of additional distributors for 70 additional markets.
 - Strengthened Horeca operations through corrective measures and appointment of additional competitive distributors with teams in DNCR and South.
 - Strategised milkshake launch tie up with Times of India- Newspaper in education program for schools
 - Led restart of Cow ghee business operations in Maharashtra and HP with corrective pricing.
 - Designed Paras Visibility Flagship program- The Paras Club for Super markets channel.
 - Led launch of UHT milk in states of Delhi, J&K, HP, UK, Punjab, Rajasthan, MP and WUP.
 - Initiated and started Cream and Paneer business with parallel milks division of organization.
 - Initiated and led Pilot project of EUP GT distribution expansion to 35 additional towns.
 - Designed launch strategy for ESL milk, Milkshakes and Paneer launch.
 - Developed and imparted training and development module on Sales basics for managers, officers and promoters.
 - Mentorship and development of new hires.
 - Led sales planning meetings with Supply chain and marketing teams.
 - Offtake tracking of all NPD launches and pre and post launch competitive analysis.
 - Rolled out Sales promoters tracking mechanism and daily reports.

FIFTH SENSE NATURALS PVT LIMITED (MAATE): India's exclusive Organic and Vegan Baby Care Brand

HEAD OF SALES – KEY TOWNS | 2021 – May 2023

Geography: Key Towns | Team Size: 6 Area Sales Managers, 4 Sales Officers & 4 Activation Officers

- ➋ Heading the Offline business spanning 24 products across multi channels through establishing distribution network, retail programs, strategic collaborations, visibility and category development initiatives undertaken in key geographies thereby holistically building the business from scratch.
 - Designed and steered execution of the sales strategy for 1st phase of offline launch in DNCR, Mumbai & Ahmedabad at 500 key outlets. 2nd phase planned for Chandigarh Tricity, Ludhiana, Lucknow, Bhopal, Kerala, Bangalore, Hyderabad & Chennai.
 - Appointed 12 highly engaged distributors and Sales team as per Potential towns mapping and targeted outlets.
 - Established SOP for Distributor management practices, legal agreements, systems and controls.
 - Anchored SOP development of all Sales enablers & Flagship Visibility Programs.
 - Designed and executed Maate visibility programs for Brand dominance in competitive Baby care market.
 - Onboarded 12 vendors and 3 agencies required for 3rd party employees, sampling, branding & brand activations.
 - Envisaged Kiosk model for Ambience and Select City Walk malls for future business growth.
 - Developed and conducted sales training and scientific module for team.
 - Delivered Corporate presentations in Chemist association meetings for Brand awareness in DNCR.
 - Envisioned Route to market and GTM strategy.
 - Initiated Hospital activations Pan India with Fortis La Femme, Rainbow, Rose walk, Max, Cloud nine, CK Birla through collaborations of branding, events, sampling and Pharmacy placements.
 - Developed Pan India medical database of Paediatricians.

- Devised Collaboration strategy for Aviation industry partners viz Indigo, Tata Airlines and Spice jet.
- Planned and implemented collaborations strategy with Schools, Corporate accounts, National chain pharmacies like Apna chemist, Nykaa, TOI, Millenium, Birthday party organisers, Curators, Corporate gifting accounts.
- Led participation and sponsorship with India's Biggest kids event: Kukdukoo.
- Leveraged Instagram, Whatsapp, emails and LinkedIn for generating awareness amongst TG.
- Optimised costs in manpower planning, vendor and agencies.
- Led POS and POPE development and execution for Brand visibility in Maate Premium Program outlets in retail.
- Designed and implemented monthly sales inputs, schemes, margins, retailer incentive schemes and consumer promos for flawless launch.
- Led development of Secondary sales kit: DS dealer books, Product brochures, Mini samplers, PS Bags, T Shirts and Product catalogues.

NESTLE INDIA LIMITED

CHANNEL SALES MANAGER – NORTH INDIA | Mar 2018 – Jun 2021

Geography: J&K, Punjab, HP, Rajasthan, Haryana, DNCR, UK & UP | **Team Size:** 2 Assistant Channel Managers & 1 Channel Executive | **Additional Reporting from** 55 ASM Teams (General Trade, Modern Trade, Nutrition & OOH)
Annual T/O: Retail Programs: INR 1200 cr | **Assets:** INR 100 cr | **Market Spends:** INR 45 cr

- ➊ Successfully led the annual business size of INR 1300 cr spanning all categories and channels through retail programs, assets deployments and channel development initiatives.
 - Reinvigorated all retail programs of Star, CDZ, Club One, End Cap, Club WS, Maggi Corner, Toddler Corner, Magic Stick, Nest, RD Blitz and Hygiene Corner, through highest ever 50000 plus quality enrolments and sales drives.
 - Initiated digitalization of Contract forms for NCVP outlets.
 - Achieved high teens growth across retail programs and all time high Hattrick of 98% grading scores for Branch.
 - Launched RD Blitzkrieg program in 306 rural towns through high performing team of 28 Pilot sales force.
 - Custodian of 8000 chocolate and Rtd visicoolers business. Achieved highest ever 5000 deployments since 2018 across key geographies of North. Established fully automated visicooler management model.
- ➋ Led the execution of Channel growth enablers through RSM teams, in coordination with HO CCSD, encompassing Must sell sku (MSS), Input calendar, NCVP and Visicooler sales booster drives, Sales campaigns, Branding, POPE & POS development and execution.
 - Delivered MSS & MSS 2.0 all time high scores exceeding 50% since 2018.
 - Led Grocery development project in DNCR, Jaipur, Kanpur and Lucknow resulting in enrolment of 12000 additional outlets generating additional monthly business of INR 1.5 cr.
 - Developed exclusive Channel inputs calendar for driving focused flawless execution of Channel events.
 - Planned and executed category specific sales campaigns : Hill activity and Festive campaigns
 - Acknowledged by HO for initiating High intensity Branding and New from Nestle campaign Pan India.
- ➌ Entrusted with additional responsibility of Category Manager for launching Nestle Breakfast Cereals in 2018.
- ➍ Core member for NPD launches along with Category and Head Office BU Teams.
- ➎ Coached and developed 500+ skilled team of merchandisers for GT, OT and RD through exclusive agency.
- ➏ Launched 3rd party audit agency in 2018 for Programs grading, digitalization and transparency of operations.
- ➐ Launched Inshelf app in 2019 for product freshness data, which aided in sales planning and forecasting.

SENIOR SALES MANAGER – TRADE | Apr 2013 – Feb 2018

Geography: Central & part of Eastern UP | **Team Size:** 8 Sales Executives | **Additional Reporting from** 12 Nutrition executives & 22 Indirect PS) | **Annual T/O:** NIM Business: 200 cr

- ➊ Governed the annual business size of INR 200 cr from 28 Cd and 250 Rd, reporting to RSM, based in Lucknow.
- ➋ Territory development initiatives.
 - Revamped distributors in Lucknow, Rae Bareilly, Faizabad which enhanced territory growth at 23%.
 - Led Implementation of Distributor management and Secondary Sales Force Automation.
 - Took initiative of appointing 10 Telecaller SSF model to enhance productivity by 10% in sales calls.
 - Appointed 25 STING cycle boy SSF for PP skus which enhanced numeric reach by 5000 plus outlets.
 - Renegotiated visibility locations in retail & In shop branding across 4000 outlets in zone for brand dominance.
 - Appointed 50 RDs & 125 WS hubs, which was highest achievement under UP Rural development project.
 - Led implementation of Biweekly and category split coverage in key towns by appointing additional 10 SSF.
 - Coordinated with UP Govt for Nepal Quake relief supplies independently for business worth 7 mio in 1 day.

- Converted Chocolate gift packs business of 1 mio from Cement industry.
- Led Chocolates, confectionery & RTD business development project by conversion of 150 schools.
- Initiated Chocolate delight zones at 200 cyber cafes and sweet shops in zone.
- Conducted Maggi Quiz and Milo Marathons in schools: one of the flagship activations of Nestle.
- Fastest implementation in RSM zone: SS model in 5 towns, RD to CD conversions in 5 zones.
- 🕒 Imparted training to CD, RD, SSF and Team on Sales Enablers through Project Sunshine workshops.
- 🕒 Hands on experience of FMCG's biggest Crisis management-
The MAGGI RECALL & RELAUNCH
 - My zone was the Epicentre zone of UP, the Barabanki city.
 - Led coordination with FSSAI, UP Govt with HO.

SALES MANAGER – DAIRY | Jan 2009 – Mar 2013

Geography: DNCR, Dehradun, Panipat, Chandigarh Tricity, Ludhiana | **Team Size:** 5 Sales Officer | **Annual T/O:** 24 cr

- 🕒 Custodian of Nestle Chilled Dairy & UHT Milk business, based in Delhi, reporting to National Sales Manager.
- 🕒 Transformed the distribution model from Trade set up to Winning CEP model in 2009.
 - Appointed 5 Chilled Dairy distributors which led to growth of Chilled dairy business to 500 tons per month.
 - Launched Luna boy model across CEP's for enhancing reach in remote areas, which was replicated Pan India.
 - Converted leading Apollo, Medanta, Sir Gangaram, Paras, Park, BL Kapoor & Fortis hospital for 85 gm sku.
 - Launched Freezer on wheels cart for Flavoured Chilled dairy range. First of its kind in the industry.

SR. SALES TRAINING EXECUTIVE – NORTH INDIA | Jan 2008 – Dec 2008

- 🕒 Reporting to Branch Sales Training Manager, based in Delhi.
- 🕒 Custodian of workshops & OJT of MTs, new recruits, Area Managers & SSF for driving Sales targets and enablers.

SR. ACTIVATION EXECUTIVE – CENTRAL & EASTERN UP | Jan 2007 – Dec 2007

- 🕒 Reporting to RSM. Custodian of NCVP, Visicoolers, NPD launches, sales activation along with Team.

SR. SALES EXECUTIVE / OFFICER | Apr 2001 – Dec 2006

- 🕒 Reporting to ASM. Geographic Exposure: Haryana, Gurgaon, Central & Eastern UP Trade business.
- 🕒 Successfully exceeded Primary and secondary targets through achievement of Sales enablers.

MODI XEROX LTD.

SALES EXECUTIVE – DELHI | Nov 2000 – Mar 2001

- 🕒 Corporate Sales and Lead generation

PARK PLAZA LTD.

SALES EXECUTIVE - LUCKNOW | Apr 2000 - Oct 2000

- 🕒 Led conversion of PSU's, UNICEF, Indian Medical Association and Pharma sector for Hospitality business.