

**Prakash Chandra Trivedi**

55E/1 , Dabouli-2nd , Kanpur -208022

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WORK PROFILE:

Over 15 yrs of experience into Channel Sales, Distribution. Has facilitated the organization in successfully launching the products in the market, creating super stockiest and distributor-network, achieving targets & moving further for new business development.

WORK EXPERIENCE:

- (A) **Company** : BLOOM TECHNOLOGIES(OPPO and NOKIA distribution)
 Designation : BRANCH MANAGER
 Duration : Dec 2018 to Till date
 Location : Kanpur City, Unnao and Bhillaaur
 Current CTC : 6.50 Lacs
- (B) **Company** : COMEXCELL TECHNOLOGIES (Micromax Phones)
 Designation : BRANCH MANAGER
 Duration : October 2017 to November 2018
 Location : Kanpur and Kanpur Upcountry
 Current CTC : 6.50 Lacs

Job Responsibilities:

- Planning and making strategy to achieve SALES TARGET Committed to Company.
- Maintaining MIS reports, analysis for key decision making to strengthen retail and institutional penetration
- Planning and running of different kinds of sales booster schemes and monitoring the same. Competition analysis and developing counter competitive strategies
- Planning, execution and management of new product launches. Implementing pre & post marketing activities for successful launch of new products and ensuring good merchandising and brand visibility to achieve the business targets.
- Developing and expanding the distribution channel to enhance product reach and hence to achieve business targets.
- Adherence to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team,
- Development & training of sales persons as per requirement.
- Ensuring alignment of “Distributors” investment & infrastructure as per business plan.
- Conduct review meetings for all sales personnel on weekly and monthly to track the progress and take corrective action if required.

- (A) **Company** : **HCL Infosystems Ltd. (NOKIA Mobile Devices)**
 Designation : **R.S.O.**
 Duration : **Sep'16- Oct'17**
 Location : **Jhansi, Lalitpur, Banda, Mahoba, Karvi, Kannuj.**
 Reporting to : **B.M.**
 Current CTC : **4.80 lac**
- (B) **Company** : **HCL Infosystems Ltd. (NOKIA Mobile Devices)**
 Designation : **R.S.O.**
 Duration : **Dec'15- Aug'16**
 Location : **Varanasi Rural, Azamgarh, Mughal Sarai, Gazipur, Jaunpur.**
 Reporting to : **B.M.**
- (C) **Company** : **HCL Infosystems Ltd. (NOKIA Mobile Devices)**
 Designation : **R.S.O.**
 Duration : **Dec'13- Nov'14**
 Location : **Banda , Mahoba , Hamirpur**
 Reporting to : **B.M.**

Job Responsibilities:

- Planning and making strategy to achieve SALES TARGET Committed to Company.
- Maintaining MIS reports, analysis for key decision making to strengthen retail and institutional penetration
- Planning and running of different kinds of sales booster schemes and monitoring the same. Competition analysis and developing counter competitive strategies
- Planning, execution and management of new product launches. Implementing pre & post marketing activities for successful launch of new products and ensuring good merchandising and brand visibility to achieve the business targets.
- Developing and expanding the distribution channel to enhance product reach and hence to achieve business targets.
- Adherence to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team,
- Development & training of sales persons as per requirement. Create supporting and sustaining positive work environment that fosters team performance.
- Ensuring alignment of “Distributors” investment & infrastructure as per business plan.
- Conduct review meetings for all sales personnel on weekly and monthly to track the progress and take corrective action if required.

- (C) **Company** : **Magicon Impex Pvt. Ltd.**
 Designation: **Territory Manager**
 Duration : **Sep'07– Nov'13**
 Location : **Kanpur & Jhansi .**
 Reporting : **A.S.M.**
 Reportees : **4 Sales Officers**

Job Responsibilities:

- To achieve primary & secondary sales target of the area for the entire product range.
- Establish coverage, Distribution and Display objectives in line with the Business Plan.

- Establish primary and secondary targets market wise as per the PJP's of all sales personnel.
- Break sales objectives month wise, weekly and day wise and put up a system of reporting accordingly
- "Models-Mix management" at "CFA" & market level.
- Sales forecasting, planning and monitoring of primary and secondary sales.
- Ensure that team raises their and their distributor claims on time and settle them as per the agreed calendar. Strict implementation of standard operating procedure.
- Regularly have review with the Accounts Manager on the claim settlement of direct reportees and distributor.

(D) **Company** : **Vishal Video & Appliances (P) Ltd. (RDS for NOKIA).**
 Designation : **Team Leader**
 Duration : **Jan'04- Aug'07**
 Reportees : **6 Sales Representatives**

Common Job Responsibilities:

- To achieve primary & secondary sales target of the territory for the entire product range.
- To achieve distribution, display, calls & productivity objectives within budgets, finance & policy parameters.
- Selection, Training, Supervision & development of Sales Team, Distributor and their representative working for the company in his territory.
- Ensure distribution (productivity), frequency of coverage adequate stock levels and displays in all covered outlet.
- Monitor competition, their prices and activity, market information and trends.

Major Achievements

1. Improving in the Commercial hygiene of the territory.
2. Reducing market outstanding.
3. Establish distribution network in Assigned Territory.
4. Achievement of Numerous Schemes during my tenure as Team Leader in Vishal Video.
5. Additional Responsibility as Multi Media Head while working as Team Leader in Vishal Video.

EDUCATIONAL BACKGROUND

ACADEMICS

- **B.A.** from Kanpur University in 2002.

HOBBIES :

- Playing Cricket.
- Traveling & Making public relation.
- Listening music, reading News Paper and watching T.V.

PERSNAL MEMORANDA:

Fathers Name	:	Mr. S.S.Trivedi
Date Of Birth	:	11- JAN - 1981
Marital Status	:	Married
Height	:	5'10"
Strength	:	Confident, Responsible, and Optimistic.
Language Known	:	English and Hindi.

Date :

Place :

(Prakash Chandra Trivedi)