

AJAY KUMAR CHATURVEDI

Contact: 8210233031, E-Mail:ajaycjay@rediffmail.com / ajaycjay26@gmail.com

A BRIEF SYNOPSIS

- Working as a REGIONAL SALES MANAGER in FMCG Company. I have done MBA with over 21 years of experience in General Trade, Horeca in FMCG, Telecom, Otc company in General Trade, Horeca, MT, Retail, B2B, B2C. Looking Sales Operations and Merchandising at the Districts, States and Regional Level.
- Designs Sales programs, Sets Short & Long term Sales Strategies and Evaluate & Implement new Sales techniques.
- Focus on Set Goal, Provide Strong Leadership, Motivate to Sales Teams and Channel Partners, Develop & Maintain Distribution Networks, Regular Market Visits and Follow Up. .
- Results-oriented achiever with excellent track record for identifying opportunities for accelerated growth.
- An effective communicator & team leader with strong analytical, Problem Solving & organizational abilities.
- Revitalizing Region Sales & increasing Profitability and developing strong professional relationships with channel partners.
- Exploring new markets for businesses growth and streamlining Sales & Marketing operations.
- Exposure in Market development, Product positioning & handling distribution network.
- Proven ability in achieving / exceeding targets and setting up business operations in untapped markets.
- Proficient in preparation of business plan, competitors profile & monitoring Sales Tracking at regular intervals with focus on profitability; handling distributors across various parts of the State & Region.

AREAS OF EXPERTISE

* Sales * General Trade* Channel Development* Distribution* Motivating Sales Team *Increasing Sales Revenues* Driving Strategic Growth * Visionary Leadership *Logistics *Problem Solving Ability * Competitive Market Analysis * Strategic planning *New Product Launches * Sales Presentations & Training * Market Expansion *Profit Centre operations * Business Development

PROFESSIONAL EXPERIENCE

Regional Sales Manager, G. D. Foods Mfg (I) Pvt. Ltd. , March 2020 to Present, East Region.

Key Result Areas:

- Oversaw strategic account planning, business development, sales strategies, sales tracking, marketing, logistics and training for all channels in the assigned area.
- Maintained 100 percent achievement rate year-over-year.
- Developed company's volume licensing structure and negotiated volume licensing agreements with all partners.
- Develop and implement sales strategies; monitor trends in sales performance.
- Responsible for state channel development and marketing strategy implementation.
- Entrusted with the responsibility of building distribution, coverage BTL activities & overall market access of business.
- Profit centre head for the region w.r.t. distribution costs of the region.
- Leading the team of Sales Members directly report.
- Plan and execute various local level initiatives to ensure business momentum and direction.
- Ensure right selling by all distributors through regular training, customer feedback, mechanism and periodic interactions with the distributors.
- Handling dealer-distributor network of multiple states.

Regional Sales Manager, Riya Industry (Staples Food Products, Souces, Pickles Biscuits, Confectionery items, etc in) , June 2011 to Feb. 2020, Eastern Zone(Odisha, West Bengal, Jharkhand,

Bihar & Northeast).

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Deputy Manager, Reliance Communication Ltd., February 2008 to March 2011, Deoghar, Bokaro District

Key Result Areas:

- Oversaw business development, sales strategies, sales tracking, marketing, logistics and training for all channels in the assigned area.
- Maintained 100 percent achievement rate year-over-year.
- Develop and implement sales strategies; monitor trends in sales performance.
- Responsible for district channel development and marketing strategy implementation.
- Entrusted with the responsibility of building distribution, coverage BTL activities & overall market access of business.
- Monitor dealers, distributors & DSR performance and take steps to improve productivity and correct aberrations.
- Initiating various sales campaign / promotions in the territory.
- **Reporting sales person 22 DSR (Off roll).**

Notable Attainments:

- Awardees of **"CHAMPIONS OF CHAMPIONS AWARD"** from Reliance Communication Ltd, Patna circle for best performance in the state.

Territory Sales In charge, Dorcas Market Makers Ltd (Medimix), February 2005 to January 2008, U.P.

Key Result Areas:

- Oversaw business development, sales, marketing and training for all channels in the assigned area.
- Maintained 10 percent growth rate year-over-year.
- Responsible for district channel development and implement new technique to increase product sale.
- Analyze market trends and accordingly develop sales plans to increase brand awareness.
- Monitor dealers, distributors & DSR performance and take steps to improve productivity and correct aberrations.
- Initiating various sales campaign / promotions in the territory.
- **Reporting sales person 6 DSR (Off roll).**

Territory Sales In charge, Hindustan lever Ltd, March 2004 to January 2005, Jammu (HQ), Pathankot, Gurdaspur, Hoshiyarpur,

Key Result Areas:

- Oversaw business development, sales, marketing and training for all channels in the assigned area.
- Maintained 10 percent growth rate year-over-year.
- Develop and implement sales strategies; monitor trends in sales performance.
- Responsible for district channel development and marketing strategy implementation.

- Monitor dealers, distributors & DSR performance and take steps to improve productivity and correct aberrations.
- Initiating various sales campaign / promotions in the territory.
- Reporting 7DSR (Sales person - off roll).

Business Development Officer, Guffic Biosciences Ltd, May 2002 to February 2004, Ranchi, Jharkhand
Key Results Areas:

- Maintained 10 percent growth rate year-over-year.
- Research the market for identifying new business opportunities
- Monitor dealers & distributors performance and take steps to improve productivity and correct aberrations.
- Initiating various sales campaign / promotions in the territory.

ACADEMIC CREDENTIALS

- MBA (Marketing & System) from Alliance Business Academy, Bangalore University, Bangalore in 2001
- B.Sc. (Chemistry) from R.V.S. College, Bokaro Steel City, Jharkhand in 1998.

ACADEMIC PROJECTS

- I have attended Training / Certification Program at SAIL, Bokaro Steel Plant, Bokaro Steel City, Jharkhand, INDIA.
- PROJECT TITLE was "Brief Introduction of World Steel Market & A Brief study of Indian market in Cold Rolled Product".

PERSONAL DOSSIER

Date of Birth: 26th December 1979
Address: Q.No.-7068, sector-4F, Bokaro Steel City, Bokaro, Jharkhand – 827004
Linguistic Abilities: English & Hindi, Bengali, Odiya

