

# AMIT GUPTA

"CONFIDENT+INTEGRITY+DISCIPLINE+ASSERTIVENESS"

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Foods | Beverages | FMCG | GT | MT | Sales & Dist. Management | Business Development



## QUALIFICATION & SKILLS

- 🎓 MBA
- 🎓 Microsoft Computer Application
- 🎯 Interpersonal Skills
- 📁 Leadership Skills
- 📁 Monitoring

## Key Skills

Sales & Marketing  
Channel Management  
Business Development  
Market & Competitor Intelligence  
Relationship Management  
Revenue Expansion  
Territory Management  
Team Management  
Strategic Planning

## Expertise

New Product Launch  
Market Survey  
Motivation  
Super Stockiest & CFA Management  
Logistic Management  
Accounting

## Soft Skills

Communicator  
Innovator  
Thinker

## Profile Summary

- **Growth-focused Professional, with over 15 years of experience** in leveraging **innovation and analytical skills** for driving high gain engagements across **sales & marketing, Business Development and Key Account Management** with a verifiable record of building strong relationships and achieving customer satisfaction in competitive market of Punjab, Chandigarh, Haryana, HP, Delhi and J&K.
- Sales & Marketing Specialist in products like **Confectionery & Snacks, Breakfast Cereals, Juices, Noodles, Sauces, Cooking Paste, Spices, Personal Care, Edible Oils, Pulses, Flours, Dairy & Non dairy products, Frozen and Instant Foods.**
- Exposure in **managing team & accounts** and meeting/ exceeding targets relating to revenue growth, customer segmentation, product positioning & branding, sales cycle management and client retention and acquisition.
- **Marketing expertise in conducting industry & market analysis**, developing and implementing growth strategies and marketing plans thereby identifying commercial drivers to assist business planning and brand communication for products.
- Consistently delivered sales & marketing strategies and contributed towards enhancing business volumes & growth and achieved profitability norms to scale-up market share and maximize revenue.
- Led the planning and tactical implementation for the assigned brand; developed objectives, created and implemented a tactical plan to deliver on those objectives; developed and gained consensus

## Work Experience

**Nov'19 – Aug'19 with Tirumalla Hair Oil India Pvt Ltd, North as Regional Sales Manager at Chandigarh**

### Job Discription

*Handle to product range of Tirumalla's Hair Oils. "Design, Built and Establish Channel Infra. Train and Develop to the Sales Team. Regular to the Market of Delhi, Haryana, Punjab, Chandigarh, HP and Jammu to monitor Sales Team, To attend final interview with shortlist parties, and to get data of "Competitors Activities & Strength, Market Potential and Consumers Behaviour".*

- Manage the region of States; Punjab, Delhi, Haryana, Chandigarh, HP & J&K
- Appointed Two CFA, Thirteen Super Stockiests in Six States and Ten Sales Personnels in first two Months, and Appointed 408 distributors in 68 districts of Of Five States in first Four Months with backup plan.
- Driven a Market Survey and prepared a DRCP of Morethan 20 thousands
- Retailers (Kiryana Stores, Medical Shops and Cosmetics) before Lockdown.
- Communicated Sales Budget of FY2020-21 with all Channel Partners For preparedness of Infra and Legal agreement with shortlisted parties (*after Budget approved by Management*), The Total value of Budget 2020-21 of Rs. 57 Crores for "Tirumalla Coconut Hair Oil".
- The budget included 20% maket share and 10% Commulative Growth.

## **Nov' 16 – Oct'19 with Eastern Condiments Pvt Ltd, Punjab/Chandigarh/Haryana as Sales Manager at Jalandhar**

### **Key Result Areas:**

- Managed, Trained and Motivated existing Sales Team to drive revenue growth
- Developed Efficient and creative sales and marketing strategies in the assigned territory and target setting for the sales team
- Collected customer and market feedback and reporting the same to the management
- Monitored Sales team performance, analysed sales data, periodical forecasting, P&L and reporting to General Manager Sales

### **Highlights:**

- **Sales Growth:** Achieved Annual Growth **CAGR 16%** for Last turnover Rs. 47 Lacs Per Month
- **Business Development:** Appointed **40 new distributors** And a **CFA**
- **People Management:** Led a Team of **9 Sales Persons** and 8 Back end Staff
- **Cost Management:** Control the sales cost under 6%, Expiry and damage .5% and Scheme below 8%
- **Sales Operations and Management:** Handle Company's own depot and CFA, 190 Distributors, 4 Rural Cash Vans In Punjab and Chandigarh on advance payments terms
- **Product & Brand:** Spices, Instand Foods and Pickles under the brand Name "**Eastern**"

## **Apr'14 – Aug'16 with Cargill India Ltd, Punjab/Adjoining Rajasthan & Haryana as Area Sales Manager at Bathinda**

- Delivered cumulative annual growth CAGR 22% for monthly Revenue of Rs.7.5 Crore.
- Handled 60 distributors in Punjab with team of 34 Sales Personnels.

## **Jun' 13 – Mar' 14 with Adani Willmar Ltd, Jalandhar/Amritsar Depot as Area Sales Executive at Jalandhar**

## **Jul'10 – May' 13 with Shineroad Foods India Pvt Ltd, Punjab/HP/Jammu/Chandigarh as Sr.Sales Executive at Jalandhar**

- Delivered cumulative annual growth CAGR 19% for monthly Revenue of Rs. 5 Crore
- Managed credit control of the company and reduced 3% extra cost

## **Jun' 08 – Jul' 10 with Ruchi Soya Industries Ltd, Amritsar Depot as Sales Officer at Amritsar**

- Launched newly start-up products range of Nutrela N'Rich Juices, delieverd 512% growth for Rs.1.2 crore montly avg
- Managed monthly sales turnover of Rs.75 Lacs with TEAM of Two SRs for 15 Distributors for Nutrela Edible Oils

## **Apr' 00 – Jun'08 with Capital Foods Ltd, Jalandhar/Amritsar/Ludhiana as Sales representative at Jalandhar**

- Delivered Cumulative annual growth 56 %( CAGR). From 41 thousand Monthly turnover to 15 Lacs monthly.
- Appointed 10 distributors and added 340 premium self store and confectionery retailers.

### **AWARDS & RECOGNITION**

- Awarded by Shineroad India for Employee of the year consecutives for two years FY 2011 & 2012.
- Appreciated by Cargill India as Hardworking and committed employee.
- **Awarded** with Speacial Note of Appreciation Certificate for QTR 1 of FY 2014-15.

### **PERSONAL INFORMATION**

- ❖ **Marital Status:** Unmarried
- ❖ **Permanent Address:** #111, Birring Road, Deep Nagar, Jalandhar Cantt, Punjab. (144005)
- ❖ **Current Location:** Chandigarh

- ❖ **Date of Birth:** 08<sup>th</sup> Nov, 1981.
- ❖ **Language Known:** English, Hindi and Punjabi
- ❖ **Current CTC:** 7 Lacs Annually (Fixed)