



BHIMPRAKASH NIRMAL

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Result-driven professional targeting Managerial Level assignments in Sales with an organization of repute, preferably in FMCG/Consumer Durables industry
Location Preference: Delhi NCR / UP West

CORE COMPETENCIES

Business Development
Sales Strategy
Market Research
Competition Analysis
Brand Promotions
Customer Acquisition
Customer Retention
Team Management
Relationship Management

PROFILE SUMMARY

- Competent professional with over **10 years** of experience, currently with **Ruchi Soya Industries Ltd. as Senior Officer - Sales**
- Exposure in business planning & performance management of channel partners, sales forecasting & market analysis to assess performance level and to map existing process and strategies with market trends and customer requirements
- Proficient in all aspects of sales, revenue attainment and management of channel partners; possess in-depth understanding of techniques and methods to sell, up-sell & cross-sell product/service offerings.
- Won Selling Star & Excellence Award for best all-round performance at Parle Biscuits (P) Ltd.
- Outstanding communication - leadership skills that have been put to use in maximising business opportunities and motivating staff to excel & win

ORGANISATIONAL EXPERIENCE

Since Apr'21 with Ruchi Soya Industries Ltd. (FMCG), Noida (HQ) UP West as Senior Officer - Sales

Key Result Areas:

- Increase in Productive Outlets per beat
- Distributors Stock inventory management
- Setting service standards and implementation of standards
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional markets and product categories
- Assisting team in opportunity identification and proposal development including education, and nurturing of channel partners; executing customer level engagements that maximize entire customer lifecycle value

Aug'19 - Mar'21 with Vodafone Idea Ltd. (Telco), Aligarh (HQ) UP West as TSM - Sales

Key Result Areas:

- Maximising sales opportunities by identifying potential dealers & retailers especially in untapped market
- Gaining knowledge of existing & potential clients; aligning growth opportunities to company's strategic plans
- Leading high value sales, addressing minor details and identifying areas of improvement in customer service
- Managing key customers and building & maintaining long-term relationships with them to generate repeat business
- Monitoring closely and administering brand visibility, depth & width per outlet increment
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional markets and product categories

Highlights:

- Received:
 - Selling Star award for highest ever growth in terms of CMS in May'20
 - Excellence award for best performance in Jun'20
 - Best Territory Manager trophy By COO for consistent performance across the Zone in Dec 2020
- Developed effective working relationships with customers through regular meetings, explored & obtained further sales & business development opportunities.

Nov'13 – July'19 with Parle Products Pvt. Ltd. (FMCG), Moradabad HQ (UP) as Sales Officer

Key Result Areas:

- Manage Wholesale and A class outlets & Develop sales and revenue in my territory.
- Managed distributors & directed sales force; steered trade promotion activities; maintained market hygiene and effectively dealt with matters pertaining to claim settlement, retailer & W/S supply related issues settlement
- Administered functions of brand wise value, tonnage data maintenance & frequency corrective & unit size corrective
- Sold products & services to prospective customers and developed new revenue from existing customers by selling additional products and services through use of recommended sales techniques

Highlights:

- **Successfully steered all activities in absence of ASM, for 7 months** with nil conflicts and effectively delivered on all required parameters
- Attained 175% of the planned sales in 6 Yrs; won management team support and shifted sales strategy to emphasize the pursuit of point of sales alliances
- Won Star Performer Award for best all-round performance.

Apr'11 – Oct'13 with Grapes Enterprises (FMCG), Noida & East Delhi as Sales Officer

Key Result Areas:

- Conducted research & analysis on products, markets and competitors
- Executed sales plans through primary order booking and secondary sales generation
- Managed the design & execution of primary and secondary research, internal data collation, market and competitor analysis to successfully guide & influence sales and marketing decisions
- Grew & maintained existing customer and partner relationships in territory by ascertaining customers' needs to craft relevant solutions / products

Highlights:

- Recognised for superior performance in monthly/quarterly sales for Pickles (137%) and Jam (125%)
- Designed & managed multiple targeted assisted sales programs such as New Market Development for Jam that leveraged over 6 Lacs of sales

TRAININGS

Training: Customer Centricity

Learning: Understanding customers and different segments

Training: Creativity and Problem Solving

Learning: Creative steps to improve under unfavorable circumstances

Training: Lateral Thinking

Learning: Improve different ways of thinking

INTERNSHIP

Title: Strategic Analysis of Hero Honda in Comparison With Bajaj Auto

Organisation: Hero Honda Limited, New Delhi

Duration: 6 weeks

ACADEMIC DETAILS

- MBA (Marketing & Finance) from Advance Institute of Management – Affiliated to U.P.T.U, Ghaziabad in 2010
- B.Com. from SV College – Affiliated to Agra University, Aligarh in 2005
- XII from LDAV Inter College - Affiliated to UP Board, Anoopshahr in 2002
- X from LDAV Inter College - Affiliated to UP Board, Anoopshahr in 1999

IT SKILLS

- Basic Computer Operations & Internet Base Applications
- MS Office (MS Word, MS PowerPoint, MS Excel)

PERSONAL DETAILS

Date of Birth: 15th January 1983

Languages Known: Hindi, English

Address: House No. 454-A, Engineers Colony, Aligarh, UP-202001