

PRABHAKAR SHANBHAG

AREA SALES MANAGER



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PROFILE SUMMARY

- Successful sales experience of 20+ years in F.M.C.G., Dairy, Beverages, Confectionery Industry
- Accumulated expertise in Channel Sales management from scratch, building and establishing distribution infrastructure, product launch, market placement, stabilizing the business, repeat demands, and further increase of volume from all levels and channels.
- Accurate and prompt business planning, regularly monitoring to ensure consistent meeting of business goals using skills, tools, and techniques gathered over successful career.
- Delivered, Achieved, and surpluses several unbeatable business milestones in a successful professional career path.
- Top performer in Regional as well as National level "Rewards and Recognition" & "Sales Incentive programs" organized by company HOHR and SBU
- Initial starting period of front-line Sales career to till date as a regional sales manager and gained valuable experience in terms of thorough business knowledge, processes, geographical proficiency, and professional relationships.

WORK HISTORY

Prabhat, Lactalis Group India

Area Sales Manager, Mar 2019-present

- Achieved market share in most competitive markets like Mumbai.
- **President, Lactel** - New International dairy product brand launch
- Remarkable value addition 1650+ new retailers, supermarkets, wholesalers, institutions, distributors across the region.

Mother Dairy Fruit & Vegetable

Zonal Sales, Nov 2006 - Mar 2019

- FMCG Dairy products, Ice Cream, Dhara, Safal- Frozen Vegetables & RTE
- Established Sales & distribution network in the West region.

Nutrine Confectionery Co. Ltd

Area Sales Manager, Jan 2003 - Nov 2006

- Confectionery products
- Delivered planned volume by managing & developing the network.

Morepen Laboratories Ltd

Senior Executive, Sep 2001 - Dec 2002

- New launch of OTC products - Dr. Morepen acquired Burnol and Lamolate.
- Generated business volume through establishing CFAs and Distributors network.

PepsiCo India Marketing Co.

Senior Sales Executive, Dec 1995 - Sep 2001

- Beverages New launch of brands - Pepsi, Mirinda, 7UP, Slice, Aquafina

ACHIEVEMENTS

- Restarted operations of the closed Bhuj-Kutch plant by delivering the required consistent business volume (2006-2010)
- Highest Volume Achievement Award National Level Mother Dairy (2016)

SKILLS

- To Achieve and surplus volume Sales and distribution objectives - ABPs & KRAs
- Go to market strategy- to add and cater to new retailers, Supermarkets, Institutions, and finding Gaps and appointment of new distributors for incremental volume sales.
- Ability to find market gaps to implement new variants and SKUs.
- Maintain financial hygiene, analyze investment and ensure adequate distribution infrastructure.
- Ensure cooling chain maintained for highly perishable products across the market.
- Ensure consistent all territory's performance, incentives, and appraisal.
- Coordination with Plant, Billing, Logistics, Accounts/ Finance.
- Handling and managing complaints and market issues, support & services.
- Product promotions, branding
- Collection of new ideas and innovations, implementations.
- Search, Appointments, and commissioning of "Exclusive Distribution Center" in uncovered areas.

Blow Plast Ltd

Sales Officer, Mar 1993 - Nov 1995

- VIP Luggage division
- Delivered business results by the expansion of dealer network & Institutions.

Brooke Bond India Ltd

Sales Officer, May 1992 - Mar 1993

- Tea and Coffee division
- Expansion of Distributors and retail network.

Killick Nixon Ltd

Junior Executive, June 1991 - May 1992

- Snowcem Paints and building construction, allied products.

EDUCATION SUMMARY

R.P. Institute of communication and management (Bhartiya Vidya Bhavans)

Post-Graduation Diploma | Jun 1994

R. A. Bhavans College of Science

Bachelor of Science | Jun 1991

PERSONAL DETAILS

- Date of Birth - Dec 20, 1967
- Marital Status - Married
- Hobbies - Listening to old music

GEOGRAPHICAL EXPOSURE

- Mumbai
- Maharashtra
- Gujrat

LANGUAGE FLUENCY

- English
- Hindi
- Gujrati
- Marathi
- Konkani