



PRABHAKAR SHANBHAG

Zonal Sales Manager -West region-Mumbai-FMCG Industry

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SKILLS:

Hardcore Sales Professional-FMCG

- Planning & Generating Volume
- Driving regional sales
- Infrastructure development
- Lunch of Products
- Branding & BTL Activities
- Sales Team development
- Formulated business strategy
- Competitive market information
- Use of MIS, data analysis
- Problem & crises management
- Ensure system and processes
- Maintain Financial Hygiene
- Maintain, Sustain of Growth
- Ensure Incentives, appraisal of team

Education:

- PGDBM, Bharatiya Vidya Bhavans
- B.Sc.

Geography:

West region states

Personal Details:

- DOB: December 20,1967
- Marital Status: Married

Work History:

AHPL (April 2022-January 2023)

ZSM-West FMCG-food & Beverages

Ernst & Young (March 2022-June 2022)

Sr Project Consultant-FMCG

Lactalis Groupe (March 2019-March 2021)

Area Sales Manager-West Region

Responsibility: Driving regional Sales operation & Achieved ABP & KRA, development of Sales team
Products: Milk, Dairy Products

Mother Dairy Fruit & Vegetable P. Ltd.

Zonal Sales-West Region (November 2006-March 2019)

Responsibility: Startup -Generated, Delivered business. restarted Closed plants in west region.
Products: Milk, Dairy Products, Icecream, Dhara, Safal

Nutrine Confectionery Co. P. Ltd.,

Area Sales Manager (Jan 2003-November 2005)

Responsibility: Volume sales

Dr. Morepen OTC product

Sr Executive (September 2001-Decemembr 2002)

Responsibility: Start-up-Established distribution infra.

PepsiCo India Holding Limited.

Sr Customer Ex (December 1995-September 2001)

Responsibility: Start-up-Beverages.

COBO-Direct & Indirect Operation

Language:

- English
- Hindi
- Marathi/Konkani
- Gujrati

Projects:

- PepsiCo Beverages launch
- Mother Dairy West launch
- Lactalis Groupe West launch

Achievements:

- Core sales team leader
- Established Brands 50-200 Cr. +
- Built large distribution infrastructure
- COBO & Indirect operation (24*7)
- 25-30+ Sales Team
- Perishable, Impulse products
- Restarted closed Plants

Curricular Activity:

- N.C.C. 'C' Certificate (Airwing)
- Sports & Cultural Activity

Professional Courses & Training:

- SAP
- Professional ongoing development courses

Blow Plast Ltd. VIP Luggage & Sky bags

Sr Sales Officer-Branch Sales Operation
(March 1993-November 1995)
Responsibility: Sales & Business development

Brooke Bond India Ltd. (Unilever)

Sales Officer (May 1992-March 1993)
Responsibility: Sales & Distribution

Killick Nixon Ltd. (Snowcem Paints)

Jr Sales Executive/Technical Aid Service officer
(June 1991-May 1992)
Responsibility: Sales & Distribution