AJAY KUMAR YADAV

3A/121 AWAS VIKAS COLONY HANSPURAM, NAUBASTA KANPUR PIN:- 208021, UTTAR PRADESH MOB:- 7080807855, 8471055253

Email: ajayadav171@gmail.com

Job Objective

Seeking Challenging career prospects in Sales & Marking, Business Development and Client Relationship Management & Channel Management in an organization of high repute preferably in Retail/FMCG Sector.

SYNOPSIS

A seasoned professional with over 18 years of experience in Sales & Marking, Business Development, & Channel Sales with renowned FMCG Company. Presently associated with GANPATI ADVISORY LTD., [Attitude Spices, Pickles and Sauces] Varanasi as Area Sales Head, area handling Central Zone of Uttar Pradesh [Auraiya, Banda, Barabanki, Chirtkoo, Etawah, Farrukhabad, Fatehpur, Hamirpur, Hardoi, Jalaun, Jhansi, Kannuj, Kanpur Dehat, Kanpur City, Lalitpur, Mahoba, Raibareli, Sitapur, Unnao since 1st August 2016. Proficient in exploring business potential, opportunities & clientele to secure profitable business volumes. A keen planner & implementer with demonstrated abilities in devising service related business plans for acceleration the growth of the organization. Proficient in analyzing market trends to provide critical inputs, formulating and implementing various marketing strategies for product promotion and consultative selling. Demonstrated proficiency in merchandising, new product launching/re-launching with outstanding visibility in the market. Expertise in sorting out all service related commercial issues and maintaining proper relationship with the clients. Outstanding success in building and maintaining relationships with major clients, establishing large volumes, high profit accounts with excellent level of retention and loyalty. Learned to value commitment and goal-setting, time bound & result oriented mission & initiatives.

CORE COMPETENCIES

Sales & Marketing / Business Development

- Developing marketing strategies to build consumer preference and driving volumes.
- Providing direction to execute promotions/ launches in sync with regional characteristics.
- Building brand focus in conjunction with operational requirements.
- Ensuring maximum brand visibility and capture optimum market shares.
- Driving and leading the team to achieve targets and goal given by the company.

Service Operations

- Implement services plans and polices for the organization, ensuring accomplishment of the business goals.
- Exploring potential business avenues, developing new service points and meeting pre-set revenue, collection & profitability target.

CAREER CONTOUR

Since May 2011 to August 2016 RajRajeshwari Foods & Spices Pvt. Ltd. as a ASM

Area Covered: [Kanpur City]

Product Handled: Spices Division [Wah India Spices]

Key Responsibilities

 Appointing Distributors, controlling fixed cost, allocating resources as per SR and company requirement.

Responsible for achievement of primary and secondary targets.
 Responsible for ensuring product availability, visibility and freshness of Goods.

Since Dec. 2009 to March 2011, Bonn Foods Ltd. as Sales Officer

Area Covered: NCR [Delhi, Gurgaon].

Product Handled : Biscuits

Since July 2006 to Nov. 2009, Goel Products as Sales Executive

Brands: Tea, Dhoopbatti, Agarbatti & Liquid Neel.

Area Covered : Kanpur/Etawah
Product Handled : Liquid Neel

ACADMIC CREDENTIALS

• Graduation [Economics] from Kanpur University in the year 2005.

• 12th from CBSE Board in the Year 2002

• High School from CBSE Board in the Year 1998

PERSONAL DETAIL

Name : Ajay Kumar Yadav

Father's Name : M. S. Yadav

Date of Birth : 02 Dec. 1983

Marital Status : Married

Present Add. : 3A/121, Awas Vikas Colony, Hanspuram,

Naubasta, Kanpur [Uttar Pradesh].

Hope the above particulars will meet your initial requirement.

Date: 07-03-2023 Ajay Kumar Yadav

Place: Kanpur