

# Resume



**ABHISHEK NARULA-(Regional Sales Manager)**

**Mobile Number: 9953822817**

**Email: [abhisheknarula73@hotmail.com](mailto:abhisheknarula73@hotmail.com)**

Sales & Marketing

Strategic Business Planning Market

Research & Analysis

Channel/Distributors Management

Budgeting, Forecasting & Cost Control

Business Development & Expansion

Revenue Expansion

Windows and Microsoft Office

- Senior management professional **with over 23 years of experience in FMCG Sales across** majorly domain with **Henkel, Alkem, ADF, Revalgaon Etc.**
- Rich experience in **General Trade, Modern Trade, and Key account Management, Healthcare business & Channel Sales** across North and West India.
- Worked **in both Urban & Rural Markets**, implementing distribution Model, Super-Stockiest, Redistributors etc., in entire **North India and Gujarat**
- Managing and Mentoring of +50 in size Sales Team to ensure efficiency in process operations & for meeting sales targets; motivating high performance amongst the Sales Team** by operating & introducing appraisals schemes
- Expertise in **handling large distributed teams** and Ensuring on-time achievement **individual and team targets & driving business growth** in terms of value, volume.
- Led the channel partner program with Cfa's Distributors/Super-stockiest, Re-distributors, Wholesale-Hubs for **Food & Beverages, Chocolate & Confectionary, Health & Nutrition, Detergents and Cosmetics.**
- Excellence in **exploring and developing new markets, appointing channel partners**, managing brand promotion, leading **new product launch**, accelerating growth.
- Ensuring completed distribution for market** development, market hygiene & freshness and execution on Availability/ Visibility/Sales Promotions.
- Broad-based expertise in** ensuring delivery of best services to customers as well as the stakeholders as well as engaging customer in multiple engagement activities.
- Excellence in **driving Product launch campaigns, Executing BTL activities.**
- Expertise in **Activation and GTM initiatives.**
- Consistently delivered multiple digit growth** of Revenue, Market Share and improved ROI through long-term planning
- Performance evaluation, Coaching and Development & Training.**

## Soft Skills

	Analytical
	Negotiator
	Strategic Thinker
	Team Player

## Education & Credentials:-



Post Graduate in Marketing and Sales, MSPI, Delhi in 1996

B.Sc. in Medical from Punjab University, Chandigarh in 1994

12<sup>th</sup> from PSEB Board, in 1991

10<sup>th</sup> from CBSE Board, in 1989

## Work Experience-:

**May 2019 to Dec 2020**

**Regional Sales Manager-North and Gujarat**  
**The Ravalgaon Sugar Farm Ltd**  
**HQ - New Delhi**

Handling General Trade-North and Gujarat managing strong team of 4.Asm's, 24 Sales officers and Sales Representatives through strong channel distribution network of **5 CFA's, 10 Super Stockiest and over 80 Direct Distributors** and Availability at Retail Outlets across all Major Towns and States.

- Responsible Sales and Marketing of Confectionery products Hard Boiled Candies and Toffees with brand name **Pan Pasand, Coffee Break, Mango Mood, Laco, Chococream** etc.handling General through strong Channel Distribution for North India
- Collection and Control Management
- Works with a team of assistants to monitor and track progress toward goals and measure analytics
- Determines ways to reduce costs, increase revenues, and improve overall company performance
- Updates the company executives and board of directors on organizational finances, operations, and progress toward goals.

**Feb 2016 to May 2019**

**Business Development Manager**  
**Vision Rx Lab ltd**  
**HQ - Ludhiana**

- Handling Sales and Marketing Operations for Punjab, Chandigarh, Haryana, J&K handling day to day activities of Labs for surfacing of Spectacle Lenses, Value Adding to Business development through Customer Service, Production, and Quality Control through strong reporting Formats.
- Managing team of 4 Area Sales Executives with 173 Key Account,450 Indirect Customers through 5 distributors and Handling One Lab and 3 service centers at Chandigarh, Punjab, Hry, HP and J&K and Reporting to National Sales Manager.

**Nov 2013 TO Feb 2016**

**ZONAL SALES MANAGER-NORTH**  
**ADF FOODS LTD**  
**HQ - DELHI**

### **Key Responsibilities:**

- Responsible Sales and Marketing of Foods products like RTE, RTC AND Pickles made in Olive Oil for both General and Modern Trade through strong Channel Distribution.
- Handling team of 3 ASMs, 17 SOs and 15 DSMs in North Region Delhi, UP, Haryana, Chandigarh, Punjab, J&K and handling 9 Super Stockiest with over 55 distributors and coverage of over 12000 outlets of **General Trade and all leading Modern Trade** Accounts per month through strong reporting and Mis formats and reporting directly to VP Sales.
- Appointing & Managing-Super stockiest & Distributors
- Primary & secondary Sale
- Launching of Products
- Route Planning & Management
- Inventory Management & forecasting
- Credit Management & controls

- Reporting Systems & Procedures
- Retailer Management, Field working & Key Customer relation.
- **Modern Trade:** Start New A/c's (Entry), Joint Business Planning, Execution and Review with key customers, Category Management, Listing of Products, Shelf Management , Plan offers & effective implementation & analysis
- Market Penetration, Coverage & Distribution
- MIS , Marketing inputs & consumer Feedback
- Profitability of the zone
- Man Management: Planning & Execution in the Zone.

**January 2008 to Nov 2013**

**REGIONAL SALES MANAGER - NORTH**

**ALKEM LABORATORIES LTD. (Health Food Division)**

**HQ – Chandigarh**

**Key Responsibilities:**

- Responsible for Sales and Marketing of ALKEM Health food, **Confectionery products** under **TAMMY** Brand (Healthy Jellies, Sugar Dusted Jellies, Éclairs, Hard boiled candies and Lollypops etc., to all FMCG Counters.
- Handling a team of 4 ASMs, 18 TSOs and 26 ISRs (Total-47) in the area of **CHANDIGARH, PUNJAB, HARYANA, HIMACHAL PRADESH, J & K, DELHI, UP AND UTTRAKHAND**
- Marketing products through distributors in all major towns of above area with 110 distributors and coverage over 25000 outlets.
- Handling depots AT JALANDHAR, AMBALA, DELHI, GHAZIABAD AND DEHRADUN and 7 Super Stockiest.
- Joined as **Asm in 2008 and Promoted as RSM-North** in Nov 2010 through performance analysis.
- REPORTING DIRECTLY TO General Manger (Sales and Marketing).

**Nov 2003 – Dec 2007**

**AREA SALES MANAGER**

**M/s WINGS PHARMACEUTICALS PVT. LTD. (OTC DIVISION)**

**HQ – CHANDIGARH**

**Key Responsibilities:**

- Responsible for Sales and marketing of Wings products portfolio of 60 products in Chandigarh and Himachal Pradesh & reporting to G.M. Sales.
- Managing a team of “3” independent Sales Executives reporting directly
- Handling “2” C/FA of Chandigarh & Parwanoo.
- Developing and maintaining a Channel Sales Network of 88 distributors and 3000 retailers in the region.
- Ensuring product placement and penetration in the territory, hiring retail display windows.
- Undertaking Brand Promotion Activities in the territory & proper display POP material.
- Maintaining all sales data relating to field force and monitoring through strong reporting.
- Monitoring and motivating the Sales Executives and distributors to achieve targets.
- Handling Credit Control and collections of Company Payments.
- Analyzing the market competition and submitting reports to H.O.

**October 1997 – October 2003**  
**TERRITORY SALES SUPERVISOR**  
**M/s HENKEL SPIC INDIA LIMITED**  
**HQ – CHANDIGARH**

**Key Responsibilities**

Successfully launched Henkel Products in all the major towns of Punjab and Chandigarh by appointing distributors in all the towns & earned lots of incentives by achieving sales target.

**PERSONAL INFORMATION:-**

Date of Birth : 15<sup>th</sup> October, 1973  
Father's Name : Sh. Vaishno Lal Narula  
Nationality : Indian  
Marital Status : Married  
Permanent Address : House No-2817,  
Sector-40-C  
Chandigarh-160036  
Mobile No-9953822817

**Dated:** (ABHISHEK NARULA)

**Place-**