

RAGHUBAR DAYAL PANDEY

SALES PROFESSIONAL
Distribution management Regional Sales Management Marketing And Advertising



R.D.PANDEY

B/13,
FAIZABAD ROAD,
SANJAYGANDHIPURAM,
LUCKNOW—226016

9838666867

E-MAIL ID
raghubarsales@gmail.com

EDUCATION

MBA IN 2000 GORAKHPUR
BBA IN 1998 GORAKHPUR
MA FROM D.R.A.U FAIZABAD
BA FROM D.R.A.U FAIZABAD
12TH U P BOARD ALLAHABAD
10TH U P BOARD ALLAHABAD

PESONAL DETAILS

DATE OF BIRTH 01/05/1977
GENDER MALE
MARRITAL SATATUS MARRIED

With 22 years of experience and a Proven Track Record of strong performance in driving performance and key field operations metrics, couples with successful and consistent organizational development history.

EXECUTIVE OVERVIEW

- >Offering over 22 years of experience in steering business across several domain and verticals, formulating and implementing mid and long term strategies, establishing
- >Sales operation channel/ distribution management.
- >Exposure to North Market (FMCG Products)
- >Extensive Exposer to Sales Force Automation and GTM Strategy Role out in North India .
- >Spearheaded Business across all REs/ Metros/ Super and Sub stockiest level in various part of India.
- >Launch Over 5 Foods Products National Brands across North geographies.
- >Proven experience in shopper marketing, category management an consumer marketing across Food Products Portfolio in emerging markets of North India.

CATEGOERY OVERVIEW

Edible Oils, Atta, Sooji, Maid, Dalia, Poha, Besan, Sattu, Roasted Chana, Rice, Pulses, Pickles, Biscuits, Salt, Spices, Vermicelli, Soya Products

AREA OF PROVEN PERFORMANCE

- Product & Demand Development
- Sales and Go to Market Planning
- Customer Experience Strategy & Leadership
- Operation & Sales Management
- Productivity and Performance Improvements.
- Develop Strong Distribution Network
- Knowledge of MT & GT Trade
- Motivate teams & Trade Partners
- Business Development & Expansion Strategies
- Sales Training Team Building & Leadership
- Cost/Benefit Analyses interpretation Expense Control
- New products launch & positioning

AREA OF EXPERTISE

Account Management	Market Share Expansion	Prospecting Cold Calling
Business Developments	Products Training,Placements	Trade Show Management
Team Leadership/Training	Sales Distribution Channels	Sales And Contact Reports
Resellers Accounts	Public Relation And Promotions	Direct Sales And Marketing
Customer Base Expansion	Presentation And Proposals	Sales Closing And Techniques
Territory Sales Managements	Brand Awareness / Developments	Upselling/Consultative Selling

EMPLOYMENT CHRONICAL

RAM NIWAS FLOUR MILLS PVT. LTD.

Designation Sales Head
Tenure Aug. 2022 to Till Date
Brand Name ANNAMAY DEEPAK (NEW LAUNCHING)
Products Edible Oil, Atta, Sooji, Maida, Dalia, Poha, Besan

OM SHRI SHUBH LABH AGRITECH PVT. LTD.

Designation Regional Sales Manager
Tenure From Oct. 2020 to July 2022
Geography Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Bengal
Brand Name SMART WIFE, DOUBLE TRISHUL, AWOSOME, DESHI CHOICE
Products Edible Oil, Atta, Besan, Sooji, Maida, Dalia, Poha,

SHAKTI BHOG FOODS LTD & KUMAR FOOD INDUSTRIES LTD.

Designation Regional Sales Manager (UP & UK)
Tenure Nov 2015 to Dec 2017 to Oct.2020
Brand Name SHAKTI BOG, DIVS
Products Edible oil , Atta, Sooji, Maida, Dalia, Besan,Poha,Tea, Rice

K K RAM AGENCIES AND MARKETING LTD

Designation Regional Sales Manager (UP, UK)
Tenure Oct 2013 to Nov 2015
Brand Name DOUBLE DEER
Products Basmati Rice

H R EXPORTS PVT. LTD.

Designation Areal Sales Manager (UP, UK)
Tenure April 2008 to October 2013
Products SHAZIA BASMATI RICE

VICTORIA FOODS PVT. LTD

Designation Area Sales Manager (UTTAR PRADESH)
Tenure Jul 2007 to Feb 2008
Brand Name RAJDHANI
Products Atta, Besan, Sooji, Maida, Poha, Pulses

SHAKTI BHOG FOODS LTD.

Designation Sr Sales Officer (UP)
Tenure April 2005 to June 2007

Designation Sales Officer (DELHI, UP)

Tenure February 2001 to March 2005
Brand Name SHAKTI BHOG
Products Atta, Besan, Sooji, Maida, Dalia, Pickles, Papad, Jam, Salt, Rice

KEY RESPONSIBILITIES

- Achievement of assigned sales target as per business plan.
- Ensuring range selling and strong secondary sales focus.
- Control damages and maintaining stock hygiene at CFA/RS/Retail levels.
- Provides proper MIS to HO by putting effective system to capture the same from front line sales force.
- Sales operation in Rural & Urban Markets.
- Analyze how to improve the competitive position in the market through improved customer services.

DATE: / /

PLACE: LUCKNOW

RAGHUBAR DAYAL PANDEY