

NILESH KUMAR DIXIT

SALES & MARKETING

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Core Competencies

P&L Management

Channel Sales Management

Key Account Management

Business Strategy & Execution

New Business Development

Strategic Alliances & Partnerships

Profit Centre Operations

Sales & Marketing

Team Building & Leadership

A strategic Sales & Marketing professional targeting senior-leadership roles with an organization of repute

Location Preference: India/Overseas

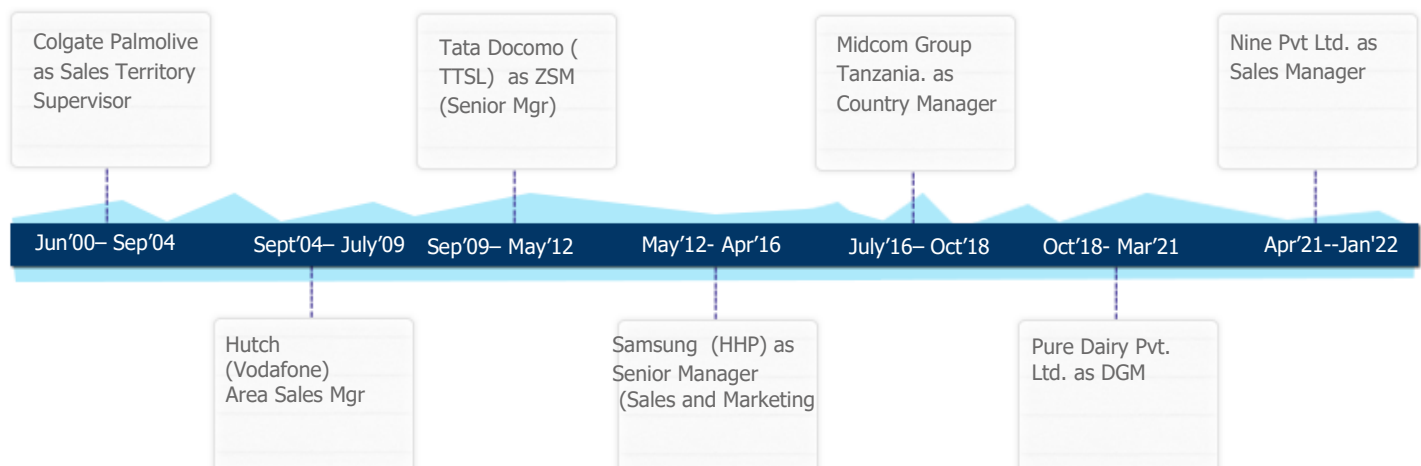


Profile Summary

- ▶ An established professional with over 20 years of impeccable success in Strategic Business Planning, Business Development, Channel Management Revenue Growth
- ▶ Passionate business leader with an excellent track record of managing overall P&L for business divisions with a turnover of 100 millions, across diverse industries
- ▶ Incisive acumen in rolling-out winning go-to-market strategies that produced top & bottom line growth even in economical adversities
- ▶ Successful career chronicle in turning around business; enhanced the value of operating business units and providing insight on business decision-making process through analysis, financial projections (planning, budgeting and forecasting) and reporting; brought in scalable financial control in operations
- ▶ Efficient Business Strategist: Strong business acumen with skills in conceptualizing robust plans for market development in different segments for better market penetration as well as driving innovation
- ▶ Research & Forecasting Specialist: Fusing entrepreneurial drive & vision to identify organizational strengths/ weaknesses to enhance the market share by creating new markets & harvesting untapped business opportunities through establishing strategic alliances & tie-ups with key decision-makers
- ▶ Dynamic & pragmatic & focused with excellent entrepreneurial, planning, leadership & problem-solving skills and strong ethical code of conduct



Career Timeline



JOB PROFILES:

Elasticrun (Ntex) Zonal Sales Manager Eastern Uttar Pradesh Jan 2022- Till Date

ElasticRun extends the reach of brand's direct distribution networks to deep rural markets. It enables access to a set of net new stores and customers for the brands, which were not accessible through the traditional distribution networks.

ElasticRun network helps ecommerce companies reach the customers in far flung rural areas through its crowd sourced logistics network. The rich transaction data generated on ElasticRun platform enables financial institutions to bring in a large number of rural stores as their SME customers. The same set of data further helps the brands to sharpen their marketing offerings to the rural markets.

Strategic Responsibility: As Zonal sales manager, I am responsible for top line and bottline for warehouses. Revenue generation from in-depth rural coverage, outlet servicing for FMCG, Commodity and Oil distribution, alignment of team for width and depth of distribution, thru-put from covered outlets and optimising distribution cost to maximise bottom-line for each warehouse managed. Managing top line of business by proper product assortments and category management to ensure maximum revenue and margins.

Sales & Distribution: Generating revenue through distribution of FMCG products for various brands like HUL, Parle, Britannia, Godrej, Dabur, all prominent fmcg brands. In commodity dealing with sugar, salt, daal and other commodity items along with this oil category brands like fortune, sohana parag etc. Distribution to rural market around 15k retail outlets serviced by sales associates. Ensuring Visit Efficiency, Order Efficiency, Value Extraction (Thru-put). Ensuring brand wise sku wise distribution of tied up brands and focus sku to maximum retailers. Scheme and Retail program implementation to gain gain maximum retail engagement and loyalty . Maintain high class outlet servicing by on time order booking and delivery.

Warehouse Management: Maintain robust warehouse operations, delivery and supply chain to ensure services to retailers and product availability for distribution. Ensuring FIFO to reduce loss due to expiry and damages. Daily random category PSR and monthly full PSR for ensuring stock management and reducing loss due to various leakage factors. On time opening and closing of warehouse. Maintain hygiene parameters at all warehouses with help of Operations team at each warehouse.

Cross Functions: Collaborating with cross functional team for product assortment, procurement and supply chain for delivering product and services to rural market. Engaging with Brands like PepsiCo Dabur, Godrej, P&G, Tata Consumers, Britannia, Colgate etc along with Brand Engagement team for enhancing distribution, product availability, consumer offers and market penetration into deep rural markets. Engaging with Commodity and other commodity procurement team for trading into commodity in rural markets.

Team Management: Managing team of Area Sales Manager, City Managers and Sales Executive for sales and distribution, managing operations team Area Manager, Team leaders for warehouse management and supply chain.

Niine Private Limited Sales Manager Rajasthan April 2021- Jan 2022

Strategic Responsibility: Position encompasses achieving Sales target by Zone, Brand (Sanitary Napkins & Baby Diapers & Hygiene Products) & Channel for assigned geography Rajasthan. Lead the business development effort in the region in alignment with sales strategy of the organization. Responsible for assess the market size & share, sales potential and create effective channels of distribution to meet short term and long-term goals.

Company's direct payroll. Reviewing performance on weekly basis, providing team with necessary tools for route to market strategy. Regular meeting with the team, training and development of team to keep them abreast with company's product and schemes and update them about competition and strategy to counter.

Sales and Distribution: Covering Rajasthan with around 26k retailers for women and kids hygiene products. Business of 2.5 to 3 Cr per Month, Market Share 15%. Channel Partners. Launching of fresh territory and appointing new dealers for creating robust distribution for Rajasthan.

Team Management: Managing team of TSM and ASE as on roll employees and USR/DSR for rural and urban coverage, other than this C&F agents and its staff for proper supply of sku to different spoke locations and availability of stocks throughout the distribution points, distributors, wholesalers and resellers.

Pure Dairy Solutions Start Up Sales& Marketing Head October 2018- March 2021 3YR

Strategic Responsibility: Participate in Development of Business Strategy for- Liquid Milk & Its yield Business, and cascade it to annual and quarterly plans for Sales Vertical focusing on revenue, volume, market share, pricing, and expenditures. Development of Sales and Distribution strategy for Sales vertical. Taking care of Procurement, Production and Logistics as planning function to align with respect to Demand Generated from the market. Launched Brands "Maliaka" UHT milk (2016-18 discontinued) and "Kashi" Pasteurized. Homogenized milk & Ghee.

Sales & Distribution Plan: Deploy the Sales strategy including effective segmentation, competitive pricing and effective marketing. Demand generation for milk from the retail market, institution and aligning same with the production and procurement team to maintain regular supply in market as per plan for the month and quarter.. Coordinate with Regional SCM teams to ensure supply of goods based on bulk orders by coordinating with concerned Regional SCM teams.

People Management :Finalize the annual manpower plan and budget of the function in consultation with Director - Sales & Operations. Develop the capabilities to take on higher responsibilities while performing the given/in-charge responsibilities at various levels within the functions. Ensure adequate training of team to meet the requirements of the role and be able to handle market dynamics.

Midcom Pearl Dairy Tanzania Country Manager- Sales & Marketing July 2016 to Sept 2018 2 years
Sales and Distribution for Milk products in Tanzania based out at Dar Es Salaam. Business: \$ 2.0 Million per month.

Planning distribution strategy for the country for weighted and numeric distribution for General Trade, category wise distribution plan for retail base 27800, categorized as A, B, C & D category retailers. Distribution planning, Van operations, Retail activations, Distribution, Bill cuts as per Beat Plan, Range or SKU billing. Super Stockiest 6 no's Appointments at Major locations Dar es Salaam, Mbeya, Mwanza, Arusha, Dodoma, Matwara, under them all distributor appointments 42 in numbers at various locations. Activations of retail outlets and addition of new outlets in uncovered areas. Market coverage, Beat planning, product distribution, SKU tracking, DSE performance, Distribution, schemes roll out and performance, settlement of claims and outstanding, Team management and performance tracking.

Trade Marketing (BTL, Promotions & Trade Schemes) & Visual Merchandising: Planning BTL activities for the market as required for product promotions, Trade schemes as per budget allocated for the quarter and CSR activity plans for schools, society places and institutions. Lead resources for planning and negotiating for In-Store Activation, Merchandising, Sell-Out Plans with the all Modern trade accounts within the Country.

Business Review & Data Analysis: Reviewing the MT account performance as per JBP & ABP, understanding the weighted and numeric distribution for the MT operations. Action plan for low performing accounts and making strategy for promotions and scheme to improve upon store off take. SKU-wise monitoring do Sell outs from store, identifying category at each store as push strategy to get the numbers as per JBP, implement and monitor methods and procedures to enhance sales at concern store.

Team Management: Managing Team for Sales function Area Managers (4) & executives (12), Warehouse & Logistics Manager(1) & Logistics staff(6), Marketing team Managers (2) and support staff(2), Commercial team(2) for accounting and P&L for country. Off Roll Team of Merchandisers 26 & Promoters 48.

Samsung Electronics May 2012 – April 2016 4 years

ZSM Branch Manager (Aug 13-Aug15) Varanasi Uttar Pradesh

Sales and distribution for HHP business (Mobile, Tablets, Accessories) (Averaged Monthly 40 Cr Business Revenue). Sales volume and Value targets for the Region and Branch. (73-75k volume and 38-40 Cr Value. Managing NPD, Key accounts and dealers (retailers) (NPD, Diamond club, Gold Club, Star DCM, DCM). SKU wise monitoring of Sell in and Sell out at dealer locations, placement of focus model to all the defined dealers as per go to market plan. Planning sku wise secondary to maintain the ASP of the zone and to improve same.

Distribution Sales Enhancement (May 12- Aug13) Bihar Jharkhand & Uttar Pradesh East.

Strategic Individual role with Administrable Reporting of Sales Team for UPE and Bihar:

Responsible for creating and maintaining robust distribution and sales operation in Uttar Pradesh East and Bihar. Ensuring market coverage, product distribution, focus product placement index and distribution infra intact to maintain high standards and leadership in market in terms of market share and revenue share. Ensuring business from all channels; Sales process adherence by Sales Team, Channel Partners and Dealers. Distribution & Market Hygiene.

Tata Teleservices Zonal Business Head Sept 09 – May 12 3 years

Revenue and Gross Addition: Responsible for the revenue generation for assigned Branch and the gross addition monthly for the branch. Last figures average revenue 5 Cr per month for Varanasi Branch and Gross addition 60k per month. Net Base 560K for the area with ARPU of 90 Rs. Annual Business plan of 60 Cr. Tracking BTS performance as Revenue per BTS and Low Utilized BTS (LUT). Last branch figures BTS 265, revenue per BTS around average 95K. Number of LUT sites 46 within the branch. BTS wise planning for Gross addition increase and promotional activities around the BTS to pull out from LUT status.

Vodafone Area Sales Manager Sept 2004–July 2009 5 years

Managed prepaid sales for assigned Varanasi Branch. Business turn over 240 Crores per Year. Accounting for 20 crores Revenue per Month for the Zone. Responsible for revenue generation through process fee, responsible for gross additions, Churn management, LUT site development, distribution enhancements. Tracking all KPI Revenue per distributor, Revenue per BTS, Gross Activation, Revenue per BTS, Process Fee targets for the area, Unique Activating Outlets, Unique Recharge.

Colgate Palmolive Sales Territory Supervisor June 2000– Sept 2004 4.5 Yrs

Rural Distribution Sales Responsibility: Responsible for dental & personal care products (Tooth Paste, Tooth powder, Tooth brushes, Soaps, Shower Gel (Aroma Therapy), Dish washing soap (Axion). Business Turn over 30 crores per Year. Managed 11 Districts in east Uttar Pradesh with 16 Distributors and 6 Super stockiest for Rural Sales in the assigned Varanasi area. Managing 16,000 retailers including wholesale and small retailers in the assigned area in tenure.

Personal Details:

MBA Marketing Indore University 1998-2000. Indore. 70%

BSc Chemistry From Gorakhpur University : Gorakhpur UP: 68%

Under Graduation XII: Science (Physics, Chemistry, and Mathematics) from M.G Inter College Gorakhpur, year 1993. 64%

X Standards: From ICSE Board "St, Paul's School Gorakhpur", and Year 1991. Date of Birth: 06/06/1975.

Father's Name: Mr. S.N Dixit (Rtrd. Bank Manager Central Bank of India).

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