

SHASHIKANT VISHNU JADHAV

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Marketing Professional with 24 years' experience in Sales & Marketing, Distribution Network Development with organizations of repute in Maharashtra state market

Work Experience

AN OVERVIEW

Currently Working with Anchor Consumer Product Pvt Ltd (DYNA soaps/Oral care (Pest and Tooth Brush and New Product Div) as a "Regional Sales Manager (Maharashtra) from 1st/09/20 to till date

Key Responsibilities:

- Handling the sales and marketing of Soaps and Home care Products of catering to Rest Of Maharashtra. This included 1)- C&F: a)-2 & b)-Super Stockiest:20, Sub DB:174,Direct DB:34 2)-Sales Team ASM-2,BDM2, ASE:7 and SRs-36.
- Supervising commercial operations from the point of view of – Logistics & transportation, Depot operations, & Insurance.
- Monitoring the accounting procedures like Audit of all operations on monthly basis, Party A/C, Disbursements and claims.
- Channel management for General Trade & MT to ensure proper sales function, this includes monitoring of Primary & Secondary sales.
- SKU-wise inventory maintenance and to deliver utmost business profitability with maximum market penetration and reach.
- Appoint distributors and ensuring inventory norms and claim settlement of authorized distributors on monthly basis.
- Leading & Guiding Distributors and Seniors [ASM/Executives] to achieve desired sales target and to ensure maximum customer satisfaction through proper servicing across all the channels.
- Business development by tapping unexplored areas, penetrating market, and cracking competition through regular follow ups.
- Generating Brand & Product level visibility at POS for generating consumer awareness resulting in to higher sales figure across the territory.
- Distribution Expansion as per annual plan.
Ensure supply, coverage, frequency, inventory level and managing the infrastructure.
Ensuring adequate merchandising in terms of product visibility.

N K Proteins Ltd. as "Branch Sales Manager

(Aug, 2018 to Mar, 2020)

N K Proteins Groups 25 year old company with turnover of 3800 MT is one of the leading Edible Oil organizations in India. And Tirupati Cotton oil is largest brand in Gujrat.

Brands/Products: -Tirupati Soyelite Soya, Tirupati Sunpride Sun, Malaya Palm, Pankaj Groundnut, Tirupati Cotton Oil and Tirupati Refind GN Oil.

Area Handling: Nasik as **Head Quarter, Maharashtra, Part of MP and Durg.**

Key Responsibilities:

- Handling the sales & marketing of Tirupati (sfo/soy/fgno/cotton/corn/Van) brand of edible oils of catering to MH & Vidharba with Part MP and Durg. This included 1 C&F (Clearing & Forwarding agent) at Mumbai, 4 Super Stockiest and 71 Dealers/Traders.
- Channel management for General Trade to ensure proper sales function, this includes monitoring of Primary & Secondary sales.
- Appointing Dealers/Traders and ensuring inventory norms and claim settlement of authorized Dealers on monthly basis.
- Leading & Guiding Dealers/Traders and Sales Executives/Officers to achieve desired sales target and to ensure maximum customer satisfaction through proper servicing across all the channels.
- Business development by tapping unexplored areas, penetrating market.
- Distribution Expansion as per annual plan.
Ensure supply, coverage, frequency, inventory level and managing the infrastructure.
Ensuring adequate merchandising in terms of product visibility.
- Managing and Follow up Sales team to lift the Saudas [Bargains] of Dealers/Traders within the given Period.

Achievements:

- Major achievement was to Appoint New high throughput Dealers/Traders who will take only 10/16/21 MT Loads.
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Emami Agrotech Ltd. as “Sr. Area Sales Manager”**(Jun, 2016 To Jun,2018)**

Emami Group with turnover of Rs. 13,500 crores is one of the leading FMCG Business organization in India with diversified businesses which include Health care (AMRI hospitals), Real Estate, Bio-Diesel, Cement, paper Industry etc.

Emami Agrotech Ltd. is in the Edible oil arm of the Emami Group with brands ‘Health & Tasty’ & ‘Himani Best Choice’. – www.emamiagrotech.com

Brands/Products: -HBC Soya, HBC Sun, HBC Palm, Rasoi Vanaspati and BIB (Bakery Division)

Area Handling: Pune as **Head Quarter & Rest of Maharashtra with Vidharbha.**

Key Responsibilities:

- Handling the sales and marketing of Himani Best Choice & Rasoi brand of edible oils of catering to Marathwada, Khandesh & Vidharba. This included 1 C&F (Clearing & Forwarding agent), 3 Super Stockiest and 67 Dealers/Traders.
- Channel management for General Trade to ensure proper sales function, this includes monitoring of Primary & Secondary sales.
- Appointing Dealers/Traders and ensuring inventory norms and claim settlement of authorized Dealers on monthly basis.
- Leading & Guiding Dealers/Traders and Sales Executives/Officers to achieve desired sales target and to ensure maximum customer satisfaction through proper servicing across all the channels.
- Business development by tapping unexplored areas, penetrating market, and cracking competition through regular follow ups.
- Generating Brand & Product level visibility at POS for generating consumer awareness resulting in to higher sales figure across the territory.
- Distribution Expansion as per annual plan.
Ensure supply, coverage, frequency, inventory level and managing the infrastructure.
Ensuring adequate merchandising in terms of product visibility.
- Managing and increase: A+[Wholesale] and Traders. Total Outlets:1450
- Managing and Follow up Sales team to Lift the Sauda [Bargains] of Dealers/Traders within the given Period.

Achievements:

- Major achievement was to Appoint New high throughput Dealers/Traders who will take only 16 MT Loads.
- Achieved high sales for consumer and bulk packs in Feb'18 in the Territory:1342 MT.
- Understand and analyze market conditions, select product range for distribution Territory wise, spread brand awareness and identity, set up infrastructure where required.
- Plan coordinate, set objective of brands, adapt communication to markets within accepted brand parameters. Monitor targets and goals recommend brand extensions.
- Develop launch Plans.
- Additional Area given Vidharbh Growth given 28% of last Year Open New Towns-Amravati and Akola.
- Instrumental in opening up new territories/New Distribution and start distribution in Major Towns of Rest of Maharashtra. Recently [in the Month July,18] Open Town: Nanded, Parbhani, Hingoli & Kinwat.

KLF Nirmal Industries (P)Ltd. as “Regional Sales Manager”**(Nov, 2013 To May,2016)**

KLF ‘Nirmal is 54 years old and has a turnover of Rs.550 crores organizations in India in the Coconut Edible oil & Hair Oil segment.– www.klfnirmal.com

Brands/Products: -KLF Coconad [edible oil], KLF ‘Nirmal Hair oil, Tilnad [Til oil], Jasmine Oil, coco soft Coconut soap, ‘Nirmal Virgin Oil, & Coconut Milk Powder.

Area Handling: Maharashtra State,Goa and,Gujarat/Bilaspur /MP States(Short Period) & PUNE as **Head Quarter.**

Key Responsibilities:

- Handling the sales and marketing of KLF ‘Nirmal brand of edible & Hair oils of catering to Maharashtra & Gujarat states. This CFA: a)-5 [MH-4, Bilaspur-1 Cfa & b)-Super Stockiest: MH-5, Gujrat-1.
- Handling sales of Modern Format Stores like Big Bazaar, D’Mart, Hyper city Local malls and ABRL etc. and e-commerce: oyebaby.com, brain bees, flip kart etc. keeping track of all the major developments in this sector.
- Supervising commercial operations from the point of view of – Logistics & transportation, Depot operations, & Insurance.
- Monitoring the accounting procedures like Audit of all operations on monthly basis, Party A/C, Disbursements and claims.
- Channel management for General Trade to ensure proper sales function, this includes monitoring of Primary & Secondary sales.
- SKU-wise inventory maintenance and to deliver utmost business profitability with maximum market penetration and reach.
- Appoint distributors and ensuring inventory norms and claim settlement of authorized distributors on monthly basis.
- Leading & Guiding Distributors and Seniors [ASM/Executives] to achieve desired sales target and to ensure maximum customer satisfaction through proper servicing across all the channels.
- Business development by tapping unexplored areas, penetrating market, and cracking competition through regular follow ups.
- Generating Brand & Product level visibility at POS for generating consumer awareness resulting in to higher sales figure across the territory.

- Distribution Expansion as per annual plan.
Ensure supply, coverage, frequency, inventory level and managing the infrastructure.
Ensuring adequate merchandising in terms of product visibility.

Achievements:

- Major achievement was to start C&F in Bhiwandi/Pune/Latur & Nagpur territory which resulted to start maximum small Towns and to avoid shortage of stocks.
- Increase sales Volume for consumer Pack: from 13 Mt 43mt and bulk:7 Mt to21 Mt the MH Territory.
- Understand and analyze market conditions, select product range for distribution, spread brand awareness and identity, open new towns and appoint distributors-83, set up infrastructure where required.
- Plan coordinate, set objective of brands, adapt communication to markets within accepted brand parameters. Monitor targets and goals recommend brand extensions.
- Additional Area given Gujarat in 2016 Dec, Appointed one SS in Ahmadabad Town.
- Handling a business of C P-43 & BP-21 MT monthly.

Ruchi Soya Industries Ltd. as “Area Sales Manager”

(Sept, 2010 To Oct 2013)

*Ruchi Soya Group has a turnover of Rs.24000 crore in and is one of the leading organizations in India in the Edible oil segment.–
www.ruchigroup.com*

Brands/Products: -Ruchi Star-Soya, Ruchi No.1-Vanaspati, Sunrich-sunflower, Ruchi Gold-palm, Mahakosh-sun, soya & Groundnut
Area Handling: Khandesh, Vidharba, Marathwada & Nasik as **Head Quarter**.

Key Responsibilities:

- Handling the sales and marketing of Ruchi Star & Mahakosh brand of edible oils of catering to Marathwada, Khandesh & Vidharba. This included 2 C&F (Clearing & Forwarding agent), 3 Super Stockiest and 52 Distributors.
- Handling sales of Modern Format Stores like Big Bazaar, Local malls and Reliance etc. and keeping track of all the major developments in this sector.
- Supervising commercial operations from the point of view of – Logistics & transportation, Depot operations, & Insurance.
- Monitoring the accounting procedures like Audit of all operations on monthly basis, Party A/C, Disbursements and claims.
- Channel management for General Trade to ensure proper sales function, this includes monitoring of Primary & Secondary sales.
- SKU-wise inventory maintenance and to deliver utmost business profitability with maximum market penetration and reach.
- Appoint distributors and ensuring inventory norms and claim settlement of authorized distributors on monthly basis.
- Leading & Guiding Distributors and Sales Executives to achieve desired sales target and to ensure maximum customer satisfaction through proper servicing across all the channels.
- Business development by tapping unexplored areas, penetrating market, and cracking competition through regular follow ups.
- Generating Brand & Product level visibility at POS for generating consumer awareness resulting in to higher sales figure across the territory.
- Distribution Expansion as per annual plan.
Ensure supply, coverage, frequency, inventory level and managing the infrastructure.
Ensuring adequate merchandising in terms of product visibility.

Achievements:

- Major achievement was to start C&F in Jalgaon territory which resulted to start maximum small Towns.
- Achieved high sales for consumer and bulk packs in Nov, 11 in the Territory.
- Understand and analyze market conditions, select product range for distribution, spread brand awareness and identity, appoint distributors-24, set up infrastructure where required.
- Plan coordinate, set objective of brands, adapt communication to markets within accepted brand parameters. Monitor targets and goals recommend brand extensions.
- Develop launch Plans.
- Additional Area given Vidharbh in 2012 July, Growth given 28% of last Year.
- Handling a business of C P-550 & BP-350 MT Monthly.
- Instrumental in opening up new territories/New Distribution and start distribution Jalgaon, Aurangabad, Parbhani, Akola, Nagpur and Jalna.

Adani Wilmar Ltd. as “Area Sales Executive (Branch In charge)”

(Aug. '2002 - Aug. '2010)

Adani Wilmar Ltd. a joint venture between Adani group and Wilmar International is a Rs.21000 crore company. They are the leaders in the edible oil segment in India. - www.adaniwilmar.com

Brand – Fortune Refined Edible Oil

Area Handling: Nasik as **Head Quarter**/part of vidharba / khandesh & Marathwada

Growth path:

Sales Supervisor
Senior Sales supervisor
Area Sales Executive(Branch In charge)

Aug'02 – Apr '04 based Nasik Depot
May'04 – May '06 based Nasik/ Jalgaon Depot
Jun'06 – Aug '10 based Nasik/Jalgaon Depot

Key Responsibilities:

- Handling the sales and marketing of Fortune brand of edible oils & Jublee Brand bakery Division of Jalgaon & Nasik stock point catering to Khandesh, Part of Vidharbh, Marathwada & Nasik. This included 2 C&F (Clearing & Forwarding agent), 3 Super Stockiest and 65 Company Distributors.
- Handling sales of Modern Format Stores like Big Bazaar, Mart, and Reliance etc. and keeping track of all the major developments in this sector.
- Supervising commercial operations from the point of view of – Logistics & transportation, Depot operations, & Insurance.
- Monitoring the accounting procedures like Audit of all operations on monthly basis, Party A/C, Disbursements and claims.
- Planning and expanding the Distribution Network, Initiating sales planning, strategy formulation at micro level, reviewing retail penetration creating brand identity, monitoring proper implementation of promotional activities, Plan to Achieve PRIMARY Target given/Secondary sales Daily Follow up with Front line P S R/Distributor sales men & TSI.
- Managing and Handling sales Team motivating them to achieve Primary and Secondary Targets, developing them for future growth and better efficiency.

Achievements:

- Major achievement in Nasik Territory the increase of sale by 40% and jalgaon/Vidharbh Territory the increase of sale by 32%.
- Achieved all time high sales for consumer and bulk packs in Nov, 05 to March 2008 since the launch of the brand in Nasik & jalgaon Depot.
- Launched new products Raag Soya bean oil and Kachchi Ghani Mustard oil & Naturally coconut Oil. For trading new Products: Avsar vanaspati, Raag kachchi Ghani & Raag Soya.
- Created new direct channel and promotional campaigns for Modern Format stores exclusively catering to Pantaloon group, Reliance Retail, Reliance etc. Fortune Oil was the first Oil brand to occupy shelf space in Big Bazaar.
- Completed the 140% of target assigned by the company in “Khel 75 Din Ka” and in accordance to it got selected for the leisure tour to Bangkok.

Surya Foods & Agro Ltd (Delhi).as “Area Sales Manager”

(Jan.'2001 – July.'2002)

Surya Foods & Agro Ltd Group is one of the leading organizations in the FMCG dealing in Food and Beverage products.

Brands: - Priya gold biscuits

Area Handling–Head Quarter: Nasik/ Maharashtra (Pune Ahmednagar Sangli Satara Kolhapur/Nasik Jalgaon Dhulia Nandurbar/ Marathwada/ Vidharbha & Goa (excluding Mumbai)

Key Responsibilities:

- Handling a territory of Nasik. This includes C&F (Carrying & Forwarding) agents, Super Stockiest & Company Distributors.
- Supervising the overall commercial operations in both the Territories from the point of view of – Logistics & Transportation, Depot operations & Insurance.
- Monitoring the accounting procedures as accounting forms a crucial part of the responsibility. This includes – Party Accounts, Disbursements and Claims.
- Sales & Marketing –Planning and expanding the Distribution Network, Initiating Sales planning, strategy formulation at micro level, reviewing retail Penetration, creating brand identity, monitoring proper implementation of Promotional Activities, conducting regular meetings of the sales and accounts staff.
- Managing sales and distribution in rural markets in given District.
- Man Management: Plan to Achieve PRIMARY & SECONDARY Target Follow up and Monitoring Front line sales person.

Rasna Enterprises Ltd Ahmadabad. as “Senior sales Representative”

(Jan. '1993 - Nov. '1999)

Rasna Enterprises Ltd. Its Ahmadabad based company. They are the leaders in the Soft Drinks segment in India. -

Brand – Rasna Soft Drink & Confectionary

Area Handling: Nasik as **Head Quarter**, khandesh, marathwada (1year Handled Goa & also 6 months Mumbai)

Growth path:

Sales representative
Senior Sales Representative

Jan'1993 – Apr '1996 based in Nasik
May'96 – Sept'01 Nasik

Key Responsibilities:

- Managing the Retail Business of the company Range by achieving the Monthly Sales Target by Co-ordinating & Monitoring the Territory wise,

Product wise and SKU wise Sales Achievement.

- Managing Sales Team of comprising Pilot Sales Representative & Distributors Sales Representative.
- Planning & managing execution of sales Promotional Activities and implementing Distributor as well as Retailer schemes on local level for different Product Range.
- Planning and Execution of New Product Launches (CONFECTIONERY) in the territory.
- Managing Sales & Expanding the Distribution Network, Outstanding Control, Sales forecasting, Indenting and Inventory Management.
- Achieved three Year Continue 105 to 112% PRIMARY/SECONDARY/SKUs WISE & Product wise Target.

Achievements:

- 1 Awarded for all round Performance First in west Zone. (In the Year-1994)
- 2 Awarded for Excellent Performance First in west Zone. (in the Year-1995)
- 3 Awarded for Excellent Performance First in west Zone. (In the Year-1996).

EDUCATION

- D.M.M. (Diploma in Marketing Management) from IMIRT Institute of Management, Pune University.
- B.A. (English spl) from Bytco, Arts & science college, Pune University.

PERSONAL DETAILS

Date of Birth : 16th Dec 1967
Permanent Address : Flat.No.09, Shanti Sagar Society, Nr. Shanti Park, UupNagar, Nasik, and Maharashtra Pin: 422006
Languages Known : English, Hindi & Marathi (Read Write & Speak).
Marital Status : Married
Cell Number : 09420485032
Computer Proficiency : Diploma in Computer Programming Microsoft Office
Present CTC : Rs.16, 00000.00 per annum.

Post Applied : Sales Manager/Branch Manager/state Head/RSM for Maharashtra.
Location : Maharashtra/Maharashtra and Goa

SHASHIKANT JADHAV
NASIK