

<b>AMIT KUMAR SHUKLA</b>	<b>Mobile</b>	8795816317
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**Objective :** Seeking a Middle-level Management assignment in Sales / Business Development / Channel Management to utilize my expertise in boosting productivity and performance in organization. To work as a professional manager applying exceptional ability to create and implement a good work culture in an organization which will help in fulfilling the general mission of the company.

<b>Professional Qualification</b>	<b>Master of Business Administration ( M.B.A. 1997-1999)</b> U.P Technical University, Lucknow. <b>Class : First Class – 60% Specialization : Sales and Marketing</b>
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Academic Qualification	Degree/Course	Year	Percentage	University/Board
	<b>B. Com</b>	<b>1997</b>	<b>62%</b>	<b>Allahabad University</b>
	<b>H. S. C.[Commerce]</b>	<b>1994</b>	<b>59%</b>	<b>UP Board</b>
	<b>S. S. C. [Commerce]</b>	<b>1992</b>	<b>61%</b>	<b>UP Board</b>

#### **PROFESSIONAL SNAPSHOT**

- Over 19 years of experience in Sales, Business Development, Channel Management as well as Client servicing and customer serving with various organizations.
- Currently designated as Asst. Sales Manager –North-2 (HORECA-Institutional Sales\MT\Bakeries) with Detpak India Pvt. Ltd, Mumbai.
- Adept at Sales Planning & execution, new business development, competitor analysis, promotions, channel management for the smooth functioning of the organization.
- Have skills in building product visibility, reviewing and interpreting market response to facilitate product movement & contribute towards the growth of an organization.
- An effective communicator with excellent relationship building & interpersonal skills, problem solving abilities and positive attitude.

#### **AREAS OF EXPERTISE**

##### **Sales & Marketing**

- Managing sales & marketing operations thereby achieving increased sales/maximized profit in the assigned territory for the smooth flow of operations.
- Tracking competitor activities, providing valuable inputs.
- Reviewing & interpreting the market response to facilitate product movement and devising & implementing promotion for the same.

##### **Business Development**

- Managing business development activities & accountable for increased sales growth.
- Developing prospective clients across various sectors for deeper market penetration.
- Handling the product in accordance with market segment mapping and conducting viability study for positioning of the brand in all segments.

##### **Channel Management**

- Establishing alliances / tie-ups with financially strong and reliable distributors and dealers, resulting in deeper market penetration and reach.
- Gaining inputs from dealers for ensuring timely deliveries to the customers and conducting survey for new dealer appointment.
- Developing and expanding the channel by identifying the channel across the area with the focus on enhancing product reach and achieve business targets.
- Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability, ensuring speedy resolution of queries and grievances to maximize client satisfaction levels.
- Leading, mentoring & monitoring the performance of team members to ensure efficiency in process operations and

meeting of individual & group target.

- Conceptualizing & implementing strategies as a part of brand building and market development efforts.

#### **Team Management**

- Supervising & monitoring the performance level of the sales team of ASM and Sales Executives – HORECA \ KEY ACCOUNTS \ FOOD SERVICE \ MT \ BAKERIES.
- Responsible for day to day operations like managing reports, scheduling, discussing current work issues and devising solutions for enhanced operations.
- Ensuring superior customer service and mentoring staff members for the accomplishment of service.
- Interfacing between management & sales team as well as channel partners.

#### **ORGANIZATIONAL DETAILS**

Organization	<b>Detpak India Pvt. Ltd., Mumbai.</b>	One of International \ India's leading business conglomerate having diverse business interests in Food Safety Related Food Packaging Disposal items For Food Delivery For Major Key Accounts -;
Period	March 2019 till date	Mc-Donals \ KFC / Starbucks \ Burger King \ and other Major Key Accounts \ Food Service /MT \ Bakeries / Star Hotels etc...Packaging sectors. 5000 cr group having international presence. The group owns [DETMOLD GROUP, Australia] brands Name like <b>Detpak</b> etc.
Role	<b>ASM – Institutional B2B (HORECA \ KEY ACC \ FOOD SERVICE) Sales</b> Based at Lucknow Brands Handling—Food Safety Related Paper Packaging Disposal Items For Food Delivery	

Few of my prominent clients –

Hotel Taj Vivanta & Gateway, Marriot, Radisson, Clarks Hotels, Piccadilly, Novotel, Lemon Park, Manu Maharani, Leisure Group of Hotels, JP Hotels, Comfort Inn, Hotel Radisson, Land Mark, Hotel Ramada, Country Inn and other prominent properties **(Hotels & Resorts)**  
Sagar Ratnas, Bar Be que Nations, MM Group of Restaurants, Chain of Yash Foods Restaurant Lucknow, Treat convenience foods Kanpur **(Restaurants/Chains)**  
SODEXO, ICS, Doon Caterers, Industrial food Management services (IFM), Malkoti's Caterers, Good food dietary services and many local institutional caterers **(Institutional Catering)**  
IITs, IIMs, many boarding schools, Call Centers, Pant Nagar Univ. Rudrapur, Government and private medical colleges, Dehradun Institute of Technology Dehradun, Woodstock Boarding School, Sherwood Nainital, BIT Mishra Ranchi, BBD University ,and many more Pvt Professional Institutes **(Educational & Medical Institute)**  
IRCTC, R K Associate and other Railway Caterers **(Railway Caterers)**  
Parivaar Namkeen Varanasi, Gajanan Agro Pvt. Ltd, Mahesh Snacks Pvt. Ltd ( Bulk Foods Manufacturer )

#### **Job Profile:**

- Developed an Institutional clientele right from scratch **in UP, UK & Bihar** Currently bring in business worth Rs.1.20 Cr. per month to the company in only B2B Business. Report to the COUNTRY HEAD - Institutional Sales (All India).
- Segments currently handled include **Hotels, Resorts, Restaurants, Clubs/Pubs/Banquets, Charitable Institutions Institutional and Railway Catering services, Hospitals, Educational Institutions, Bulk Food Manufacturers , Bakeries..etc.**
- Ensuring the achievements vis-à-vis the targets for the particular set of distributors and depot.
- Responsible for training and development of DSM's.
- Instrumental in achieving 30-35% growth in the territory since Sept'2019.
- Co-ordination between team members, market, distributors and depot.
- Planning activities for the Hotels, Restaurant, Caterers and Hostels and canteens etc. as like ' Stars, caterer meet, chef's meet and others food festivals etc.

Organization	<b>Adani Wilmar Ltd.,</b>	<b>Adani Wilmar Ltd.,-</b> One of the India's prestigious FMCG companies with the turn-over of around 20
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Period	Feb 2016- Feb 2019	Thousands cr. founded in 1999. <b>Brands Handled-</b> Fortune Oil, Rice, Aata, Besan etc.
Role	Sr. Area Sales Executive-Food Service Div. Territory—North-2 UP \ Bihar \ UK \ Delhi NCR... [H.Q. Lucknow]	

#### Job Profile

- Successfully handled sales and marketing operations in assigned territory In UP\Delhi NCR \ Uttarakhand \ Bihar \ with focus on achieving pre-set sales targets and profit of the Company.
- Responsible for collections of company's major brands.
- Successful in launching new brands in Institutional clients and Food Service\Bakeries etc. and creating a new segment for the SKU.
- Focus on greater brand visibility, merchandising and product placement.
- Responsible for sales in entire assigned territory for the brand Fortune Oil\ Rice \ Aata\ Besan \ Bakery Fats and other company SKU.
- Instrumental in achieving 20%-30% growth in territory since April'2016 onwards.
- Monitoring the competitor's activities and formulating strategies for the same.
- Handling the team of ASE'S and SE'S for the market.

	<b>L.T. Foods Ltd., Haryana</b>	<b>I.T. Foods Ltd.</b> is a Haryana base organization which is having its Own Brand Name <b>Daawat Basmati Rice / Devaaya Aata .....</b>
Period	Sept'2011 – January' 2016	
Role	Area Sales Executive –Food Service Div. Territory—East UP [H.Q. Lucknow]	

#### Job Profile

- Successfully handled sales and marketing operations in assigned territory In E. UP)
- Successful in launching new brands in Institutional clients and Food Service and creating a new segment for the SKU.

	<b>Indage Vintners Ltd .,[ formally known as Champagne Indage Ltd.,] [Champagne and Wine Mfg.] , Mumbai.</b>	<b>Indage Vintners Ltd .,[ formally known as Champagne Indage Ltd.,] is a Mumbai / Nasik base organization which is having its Own Mfg Brands of Champagne / Red Wine and White Wine etc..</b>
Period	Jan' 2006—Aug 2011	
Role	SR. Sales Officer – [Retail and Institutional ] Time share selling Territory--- E.UP	

#### Job Profile

- Successfully handled sales and marketing operations in assigned territory In E. UP. [H.Q. Lucknow]
- Successful in launching new brands in Institutional clients and Retail and creating a new segment for the SKU.

Organization	<b>Britannia Industries Ltd.,</b>
Period	Sept' 1999----Dec.'2005
Role	Territory Sales Incharge – [Retail / GT] Time share selling Territory--- E.UP [H.Q. Varanasi]

#### Interests

Areas of interest include Playing Cricket, reading magazines and music.

#### Skills

- Ability to generate and effectively communicate new and creative ideas.
- Developed strong analytical and problem-solving skills.
- A team Manager – great at working with a team and playing the leader's role within the team.
- Developed strong negotiation, persuasion and PR skills.
- Good at networking and relationship marketing.

<b>Personal Details</b>	<b>Reference</b>
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Date of Birth	31st – AUGUST' 1978	References to be furnished on request
Father's Name	Shri Prem Shanker Shukla	
Marital status	Married	
Notice Period	15-30 Days	
Current CTC	8.5 L.\ pa	

I hereby declare that all the information furnished hereto is true and correct to the best of my knowledge and belief.

**Date:** 05.02.2022

**AMIT KUMAR SHUKLA**

**Place:** Lucknow

(Signature)

