

RITESH TRIPATHI  
Senior Professional

Sales & Marketing | Business Development | Distribution Management  
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An enterprising professional with more than 9 years of experience in displaying record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue with exceptional relationship management skills.

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## PROFILE SUMMARY

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- Capable of defining and managing a comprehensive go-to market strategy and planning that include sales support and partner material
- Excellent in incorporating strategic differentiators levered on value propositions into innovative and detailed product requirements.
- Skilled in developing and deploying quarterly and annual sales plans, programs and policies for the company; backing all cross-company sales objectives such as budgets preparation , forecasting of sales targets, training and development of the team, identifying and starting new locations/marketplaces.
- Competent in engaging stakeholders including vendors, marketing teams and dealers for ensuring that common goals are achieved.
- Expertise in leading business planning and performance management of channel partners
- Expertise in training and motivating team; experience in all type of sales functions, channel sales, direct sales, distribution sales, corporate sales, industrial sales, telesales; capability to operate in product/sales support
- An effective communicator with relationship, leadership, planning, coordination and analytical skills with skill to view the larger picture,taking business-critical decisions.

### Key Skills.....

Brand Management  
Key Account Management  
Channel Development

Business Development  
Distribution Network  
Team Building

### Soft Skills.....

Change Agent  
Motivational Leader  
Planner

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## ACADEMICS

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2013-2015 MBA (EGMP) ODL from Mumbai University,MUMBAI  
2009-2013 - B TECH (AUTOMOBILE ENGINEERING )from GBTU, U.P  
2008- 12TH (SCIENCE & MATHEMATICS ) from U.P BOARD  
2005- 10TH from K.V CBSE BOARD,VARANASI

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# CAREER HISTORY

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## PARLE AGRO PVT LTD

Sr. TERRITORY MANAGER - (UTTAR PRADESH VARANASI & ALLAHABAD )-  
01 JUNE 2018- 31 July 2022.

### Key Deliverables:

- Managing a team of 21 distributors, 6 Area Executives and 4 Sales Trainees.
- Significantly contributed in expanding the market share and profitability by implementing sales strategies, building a strong distribution network and nurturing relationships with the channel partners.
- Hold the distinction of successfully launching products across various categories like biscuits, confectionaries, matches, snack foods .
- Consistently rated as an outstanding performer for contribution to sales growth brand visibility.
- Played a stellar role in planning and launch of foods categories in Central UP
- Planned for the expansion of Central UP and appointed 7 new distributors in the span of the last two years
- Branch champion for maximum sales growth in the last three years.
- Devise the strategies to increase the capital at WDs to invest more money in the business.
- Being the Branch Training wizard train the new sales trainees and AEs

### Major Accomplishments:

- Taken initiatives in install organization specific software to track secondary sales & stock status of distributors
- Started retailer listing in every distributor point & demarcation of market to maintain hygiene
- Started concept of Must Sale Sku (category wise/ segment wise)
- Initiated on-line training program for sales executive & TSM with the help of HR/ operation.

## PARLE AGRO PVT LTD.

TERRITORY Sales Manager (MUMBAI)-15 JUNE 2016- 15 JANUARY 2020

### Key Deliverables:

- Category wise monthly target achievement with specified growth
- Driving Cooler agenda- purity/ sales value/ placement/ recovery etc

- Gaining of market share & ND for specific brands
- Visibility at market with specified display criteria
- Driving other specific agendas- unique line billed, WOA, no. of bill-cut, District wise rural distribution with village/ outlet addition
- Driving specific brand in specific occasions, like, Rakhi, Diwali, Durga Puja, Valentine's day, Friendship Day etc
- Planning & proper execution of trade-loads to maximize sales pull
- Managing a team of 2 Senior sales executive, 6 Sales executive, 23 rural and urban Territory sales in-charge & 30 retail salesperson.

Major Accomplishments:

- Highest growing Territory in India in 2016 (Rural) & 2017 (Urban).
- Managed to start One District- One Distributor model in Rural (first in East Branch).
- Winner of Meet & Greet Contest of Biscuits
- Only TSM in country to give positive growth in beverages in 2018 & 2019
- Successfully handling segmentation model at Dadar region (highest growing urban town in Country).

FORCE MOTORS PVT LTD

SALES MANAGER (PUNE) -05 MARCH 2014-01 MAY 2016

Key Deliverables:

- As Sales Manager Responsible for overall Sales of Tractors models BALWAN,ORCHARD,SANMAN,25 HP- 60 HP in PUNE Area.
- Area Management , Dealer handling Billing, Delivery ,Retail & Collection Team handling, Manpower training and planning. BTL Planning and executions, Market analysis and Research Market Share Responsibility
- Enhancing the Dealer base in Pune region by Appointing 2 new dealers pune region.
- Successfully conducted Various Service Camps,Road Shows,Demonstrations,Door to Door Campaigns in pune region.
- Successfully done local level Tie-ups with rural banks to improve the business on a financial basis for the dealers of the company.
- Conducting regular market Surveys for tracking our competitive position in the market.
- Forecasting and tracking primary and secondary sales avoiding deviation in the market.
- Leading a team of 3 RGM, 10 AGM. 1 MIS personal, 25 Marketing executive.

Major Accomplishments:

- Highest growing SM in India in 2015 (Rural) & 2016 (Urban).
- Winner of ACE Contest (quarterly contest) 2 times in a row rowdy
- Managed to start One District- 2 Dealers with all models in Rural (first in East Branch).
- Only ASM in country to give positive growth in Tractors Model in mini BALWAN in 2015

## FORCE MOTORS PVT LTD

TRAINEE ENGINEER (PUNE)-01 SEPTEMBER 2013-01 MARCH 2014

### Key Deliverables:

- As a trainee, responsible for business development and managing key accounts in assigned regions.
- Promotional activities like Service camp, Road Shows, Demonstrations, Door to Door Campaigns in Pune region.

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## ACADEMIC PROJECTS

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### SHOPPERS STOP: (3 Months):

To know customer profile & making Visibility/ Marketing/ Sales plan of new shop at BANDRA 1, MUMBAI

### INDIAN OIL CORPORATION LTD: (3 Months)

To know customer feedback about new launched premium petrol/ diesel & make the marketing plans & POS materials to market awareness & boost up sales.

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## IT SKILLS

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MS Office (Word, Excel & PowerPoint) & Internet applications

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## PERSONAL DOSSIER

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**Date of Birth:** 28 September'1989

**Languages Known:** English, Hindi,

**Marital Status:** Unmarried

**Father name:** Uma Shankar Tripathi

**Address:** Plot no -14, Vindhya nagar colony

Harpalpur post lohta DIST Varanasi U,P

**Nationality:** Indian

**Mother name:** Radha Tripathi

