

SANJAY MALIK

73, Jyoti Apartment
Opp Bank Vihar Pitam Pura Delhi - 34
Cell: 8287879530
Email: smdaiko@gmail.com

Objective: Seeking senior level assignments in Sales & Marketing with leading organization of repute.

Professional Synopsis

A seasoned professional with **over 27 Years'** of rich experience in Sales & Marketing, Business Development, Channel & Key Account Management and Brand Management in the FMCG sector. Currently serving **Business Head** for **Daiko Foods Pvt Limited for Pan India Operation With keeping in mind of EBITA . for FMCG Co. Looking after all perspective of Business . Our role is Business planning & Strategy , turnaround & Growth strategy , Brand & Marketing strategy , Sales & Distribution , Market entry , & Distribution Expansion. Basically I work as Profit Center Head for the company by looking there all aspect from Sales & Distribution , There logistic angle , There financial cost , there SOP plan & there end objective .**

Core Competencies

Sales and Marketing

- Driving sales initiatives and achieve desired targets with overall responsibility of ROI.
- Initiating sales efforts involving effective promotional activities, product awareness with high potential clients for growth and profitability.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.

Channel/ Distribution Management

- Identifying and networking with financially strong and reliable Dealers/channel partners, resulting in deeper market penetration and reach.
- Appointing and negotiating with C&F agents; ensuring achievement of seamless & cost-effective movement of goods.
- Evaluating performance & monitoring distributor sales and marketing activities.

Business Development

- Initiating/ developing relationships with key decision makers in target organizations for business development function.
- Managing business development activities and accountable for the top-line profitability and increased sales growth.
- Developing & executing effective plans designed to assure achievement of agreed-to volume, market share and profit objectives.

Key Account Management

- Identifying prospective clients from sectors such as corporate and generate business from the existing, thereby achieve business targets.
- Rendering effective billing and payment collections from the clients to ensure smooth flow of operations and adherence to service norms.
- Providing exemplary services to customers for exalting customer satisfaction.

Team Management

- Recruiting, training, motivating & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Scheduling individual/ team assignments to achieve the pre set goals within time, quality & cost parameters.

Career Highlights

Currently working with Daiko Foods Pvt Limited (Surat) Since March 2020 looking after Pan India Operation for their Beverages Operation with 250 MI, 300 MI and 400 MI .

` Looking after Pan India operation of Beverages and confectionery for last one year With the help of 27 field force. Looking after turn over of 87 Cr.

Worked With :Business Head with Campa Cola looked after Pan India Operation from Dec 2017 to March 2020 And working as Profit Center Head by keeping every thing under EBITA. Managing a turnover of 217 Cr with help of 4 RSM , 28 A.S.M & 98 S.O .

- Independently handling the products on business strategies and planning along with the implementation of the same . It was Re launched In India after 25 Years . I started the The sales & Marketing operation for Northern area (Delhi , Haryana , Punjab , U.P, j&k and Himachal)for first four month to establish Distributions level in all the Cities .
- After Four Month I started East India Operation with Major states like – C.G, Orissa , Bengal , Bihar and Jharkhand .
- After Eight Month I started the operation of Western Region With Major cities of these States -Maharashtra , ROM , Gujrat and M.P .
- After one year we started the operation of Southern area by making Mother Depot in Vijayawada to cater State like – T.N , Telangana , A.P and Karnataka .
I first Year we managed the turnover of 77 Cr .
In second Year we managed the turnover of 217 Cr.

Previous Assignments

From Jan 2012 till Dec 2017 with Rasna

Worked as G.M –Sales - Looked Pan India Operations with turnover of Rs. 550 crores With help of 4 RSM, 23 State Head , 46 TSM & 317 T.I. looked after all The verticals.

- Worked as profit center head for 4 regions
- Implemented various sales & distribution strategies, which resulted in 15% CAGR
- Ensuring E to S level are maintained at 8% level
- Managed the supply chain to ensure the efficiency
- Converted managers to leader within the team
- Part of the core team for marketing strategies for Rasna as mother brand
- Implemented various BTL activities, which resulted in better brand recall
- All budgets were judiciously spend and ensured the territory with EBITA within the allocated budget

June-2006 to December 2011 with Hamdard (Brand Rooh Afza)-DELHI as a National Sales Manager

Tapped the virgin Market by making Hub & Spoke module

First time Made Rooh Afza 100 Crores brand in three months. Adept at increasing Revenue, establishing distribution network , streamlining workflow & creating a team work environment to enhance the profitability of organization. Handling the business of 900 crores with the help of 177 people including 3 R.S.M / 14 A.S.Ms / 76 B.E

July 2003 to June-2006 with Haldiram as Regional Sales Manager.

Notable Contributions;

- Accountable for sales planning & collections, appointing C&F agents & super stockists, key account management, business development, channel/ distribution management and brand management.
- Rigorously implemented efficient cost cutting measures across all levels that resulted in the Branch delivering the highest sales numbers with the lowest cost in the entire country
- Identified business opportunities and maximized growths by nurturing new sales avenues like super stockiest system and hawker systems to cater to the lower class towns and lower end outlets respectively. Introduced the concept of cluster distribution to enable higher secondary and low working capital for distributors
- Managed team of 10 ASMs/ 49 Sales Officers & 18 Psrs
- Successfully:-Launched new Sharbat successfully in Delhi, NCR
 - Achieved **highest primary sales** in the entire country.
 - Appointed **23 Dist & 1 C&F agents** in Northern Area
- -Recruit the entire team at various H.Q.s

Oct 1998 – June'03 with PEPSI as Manager - Sales

Notable Contributions;

- Accountable for sales forecasting, implementing trade and consumer schemes, reviewing retail performance standard, controlling & evaluating stockiest, managing key account etc.
- Implemented first time indirect distribution in Delhi to cover the market to reduce over head Cost & timely delivery.
- Played a key role in building and motivating a sales team, rated as **Star Team** for 2006 - 07.
- Successfully achieved a **volume growth of 28%** for 2006 – 07,over the last year.
- Productively implemented **advance Pre Sell system** and **permanent dispatch plan.**
- Successfully launching brands are **Aquafina Mineral Water , Mountain Dew**
- Highest incentive achiever in the entire **Delhi**
- **Achieved Highest growth & awarded a trip to Bangkok.**
- Achieved highest growth in Diet Pepsi & awarded trip to Singapore
- Highest penetration of Brand Pepsi.
- Converted S. Delhi into Pepsi Zone in 2003 - 2005
- ⇒ Effectively implemented and monitored merchandising standards and trains all the merchandising forces for applying these standards.

Sept 1994 to August 1998 with Mother Dairy as Sr Sales Executive

Notable Contributions;

- Achieved a **growth of 32%** in 1996 over the year of 1995.
- Consecutively won the **Star performer awards every quarter** since 1995
- **Won the Mother Dairy Young Guns & Dream Team contests**, for achieving grooming targets, team targets and delivering for a set no. of man days..
- Successfully achieved **cost reduction** in **distribution** from **12% to 6%**; initiated correspondence & **record keeping system**; implemented concept of relationship marketing

Career Path At a Glance

Jan2017 till March 2020	Business Head
Jan 2012 till Dec2016	G.M - Sales
June20'06 – December 2011	National Sales Manager
July'2003 - June20'06	Regional Sales Manger
Oct 1998 – June 2003	Manager - Sales
Sept 1994 – Aug 1998	Sr.Sales Executive

Academic Credentials

1990 – B.COM (H)
1992 MBA from Lucknow University

IT Skills

Highly flexible with latest Hardware & Software.

Personal Details

Date of Birth	:	14 th July 1970	
Marital Status	:	Married	
Languages Known	:	English, Hindi & Punjabi	
Current C.T.C	:	37.50	Date:
Sanjay Malik			