

ANUBHAV GUPTA



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PERSONAL DETAILS

Date of Birth: 7th July 1983
Gender: Male
Nationality: Indian
Marital Status: Married
Address: Trilok Apartments, Plot no. 85, I.P Extension, Patpar Ganj , New Delhi - 110092
Work Experience: 14 yrs +

CAREER SYNOPSIS

Result-oriented professional with a proven track record of achievements & expertise in implementing effective ideas, targeting top managerial level assignments in **Marketing, Sales promotions & Operations** with leading organizations of repute in **FMCG, OTC, Pharmaceuticals / Nutraceuticals** industry.

KEY SKILLS

Sales & Marketing	Soft Skills
• Market & Competitive Analysis	• Motivational Leaders
• Product Management& Promotions	• Adaptable
• Business Development	• Thinker
• Customer Relationship Management	• Collaborator
• Liaison & Coordination	• Planner
• Distribution Management	• Communicator
• Strategy Planning	
• Team Building & Leadership	

ACADEMIC PROFILE

	Year of Passing
➤ PGDM - Marketing Management & International Business Mgmt. (2yrs full time) Asia Pacific Institute of Management , New Delhi.	2009
➤ B.sc (IT) Bachelor of Science in Information Technology. Sikkim Manipal University	2004
➤ H.S.C.(C.B.S.E Board) Ramjas School ,Pusa Road , New Delhi	2000
➤ S.S.C.(C.B.S.E Board) Ramjas School ,Pusa Road , New Delhi	1998

WORK EXPERIENCE

Since Nov'2016: MBC Business Consultants and Trading Pvt. Ltd. (A MNC company of MB Group, India)

Sr. Marketing and BD Manager.

Growth Path / Assignments Handled / Role:

- ❖ Performing sales & marketing activities across North India.
- ❖ Introducing, conceptualization, implementing and strategizing of a new company projects and products in all aspects to develop and market a new and start up project of the group.
- ❖ Heading a team of 21 Colleague with 3 Area Managers (directly reporting).
- ❖ Communicating about the value proposition of products and developing the sales tools that support the selling process of products.
- ❖ Providing support, the entire product launches, monitoring product performance and acquiring their feedback in order to institute product improvements.
- ❖ Undertaking periodic review of current product portfolio and identifying potential for products with respect to company objectives and changing customer needs.
- ❖ Setting sales targets for individual HQs.
- ❖ Monitoring team's performance and motivating them to reach their efforts targets.
- ❖ Maintaining & increasing the sales of company's products.
- ❖ Developing sales objectives by forecasting & developing annual sales quotas for regions / territories; projecting expected sales volume & profit for existing & new products.
- ❖ Assuring monthly forecasting to avoid any shortage of stock in the market.
- ❖ Keeping up-to-date with the latest clinical data provided by the home office.
- ❖ Increasing business opportunities through various routes to market.
- ❖ On the job training of the sales officers on the merchandising skills and market coverage and implementing the monthly business plans and forecasting.
- ❖ Performing B2B activities and activating promotional campaigns in accordance with the marketing plans.

Highlights:

- ❖ Increased sales in the territory by 40% and established new markets.
- ❖ Managed 115 channel partners as distributors and CFAs.
- ❖ Organized product promotions programs by the team (80/Month)
- ❖ Devised strategies to increase business such as expansion of distribution by appointing FMCG distributors .
- ❖ Led the management of key clients such as Doctors, Chemist, Distributors, CFAs, and All HCPs.
- ❖ Headed 20 Sales Officers and Area Managers.
- ❖ Elevated the productivity by 40%.
- ❖ Introduced training Program and added distributors.
- ❖ Steered the management of budgets "1.5 Cr. /Month".
- ❖ Executed initiatives to streamline the supply chain "Forecasting".
- ❖ Implemented hygiene corners in well-organized manner.
- ❖ Achieved cost reduction & improvement in sale by 20%.

From Feb'2014 to Nov'2016: Nutricia International Private Limited (A MNC of DANONE Group, France)

Regional Business Manager for Delhi NCR.

Growth Path / Assignments Handled / Role:

- ❖ Handled businesses of all 3 divisions i.e. FAREX, Mother and Child Care (MCC) –DEXOLAC and PROTINEX of NUTRICIA for the General, Modern and Institutional business operations in Delhi NCR and parts of U.P.
- ❖ 9 sales officers, ISRs (on rolls) and promoters and merchandisers (off rolls) were reporting to me.
- ❖ Preparing and implementing the monthly business plans and forecasting.
- ❖ Ensuring the entire system is aligned with the objective and principles of the company.
- ❖ Ensuring availability of the stocks and ensuring placement of the same and improving visibility to the consumers.
- ❖ Ensuring that the accounts do the MBQ revision so that both the account and company benefits out and there is no stock out situation in the store.
- ❖ Compiling of the weekly sales reports received from the entire 9 sales officers reporting to me and sending the same for management review and ensuring freshness of the stocks and following FEFO (First Expiry First Out).

From Mar'2009 to Jan'2014 : ACJK Exports Ltd. (Millers & Exporters)

Area Sales Manager for Delhi NCR.

Growth Path / Assignments Handled / Role:

- ❖ Establishing territory strategies for achievement of top line & bottom line targets.
- ❖ Exploring new business opportunities in various segments along with concerned markets.
- ❖ Finalizing new dealership areas where ever unrepresented and organizing review meeting for assessing performance of dealers.
- ❖ Key accounts management.
- ❖ Mapping client's requirements & providing best products to suit their requirements, generating business from existing accounts and achieving profitability & sales growth.
- ❖ Evolving market segmentation & penetration strategies to achieve targets.
- ❖ Providing direction, motivation & training to the field sales team for ensuring optimum performance for all.
- ❖ Coordination with customers, distributor's etc. i.e. both internal and external stakeholders to ensure that the account gets the best fill rates for the purchase order raised.

From July'2004 to Jun'2007: Capital Foods Pvt. Ltd.

Sales Officer, Delhi.

Growth Path / Assignments Handled / Role:

- ❖ Introducing products in the retail market and developing channel of distributors ,institutions and vendors to implement a robust sales and distribution network .
- ❖ Implementing and performing BTL activities and building new clients from market research.

Anubhav Gupta

Dated: