SUNIL GOYAL

**Cell #:** **91**-9352520268

**E-mail Id:** sunil23270@yahoo.in

-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**MANAGEMENT PROFESSIONAL: Sales & Marketing / Business Development / P & L Accountability.**

* **Extensive business background with sound understanding of the basic framework of operations.**
* **Repeatedly produced sustained business and revenue growth in changing markets.**
* **Possess an integrated set of competencies that encompass related to Channel Development.**

**-------------------------------------------------------------------------------------------------------------------------------------------------------------**

**Profile Summary :**

* Adroit in handling the business development, identifying & developing new markets, handling lead generation & client retention and achieving the set targets.
* Proficient in preparation of business plans, competitor profile and monitoring operations at regular intervals with focus on profitability.
* Proven ability in achieving / exceeding targets, opening new and profitable product / services markets and setting up business operations in untapped markets.
* Distinction of exploring new markets of business growth and streamlining sales and marketing operations.
* Exposure in market development, product positioning & handling distribution network.
* Result oriented achiever with excellent track record for identifying opportunities for accelerated growth.

**Core Competences :**

* Formulating long / short term strategic plans, conducting negotiations & marketing operations thereby achieving increased sales growth across region.
* Steering operations with a view to achieve organizational objectives and ensure profitability.
* Networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
* Conceptualizing and implementing the sales promotional activities as a part of brand building and the market development effort.
* Recruiting, mentoring and training personal for the marketing team for ensuring optimum performance to deliver quality services in market.

**IT Skill :**

* Proficient and confident with MS Office & the Internet usages.

**Organizational Experience:**

**From Feb. 2021, working with** PHPL – Dairy Division ( A New Startup )as AGM – Sales.

**Product Handling – C. P. & Bulk of Dairy Products.**

* **From Jan. 2020 to Jan.2021** worked with B. L. Agro Industries Ltd. As Sales Manager.

**Product Handled –** Edible Oil & FMCG.

**Brand Name** - **बैल कोल्हू & Nourish.**

**Product Range – Edible Oil & FMCG like ; Rice, Pasta, Vermicili, Macroni, Besan, Dalia, Aata, Maida, Besan, Sooji, Honey, Achar, Papad, Pulses, Dry Fruits, Desi Ghee, Murabba etc.**

* From April 2017 to Dec. 2019 worked with **Param Dairy Limited** as **General Manager – Sales** & lookingthe following states **:**

**Punjab, H. P., Rajasthan, Gujarat, M.P., Maharashtra ( Vidharbha ), Chhattisgarh & handled was approx. 100 Cr. Business in value.**

**Product Handled –** C. P. & Bulk of Ghee, SMP, Dairy Whitener etc.

**Key Result Areas:**

* **Sales Strategy –** Design & execute sales strategies defined for each sub-category and state to ensure month on month achievement of sales target (value & volume).
* **Sales Planning.**
* **Time Management & Planning.**
* **New Product Launches.**
* **Key Accounts Management.**
* **Channel Management.**
* **Distributor Management.**
* **Brand Promotion –** Work closely with channel partners to develop and execute plan for promotions, advertising campaigns and retailers meets, co-ordinate with the marketing team to ensure the distributors are fully aware of and support planned promotions.
* **Complaints Management.**
* **Collections & Balanced Billing.**
* **After Sales Services.**
* From Jan. 2016 to March 2017 was associated with **VRS Foods Ltd.** as **Regional Sales Manager**.

(I was doing Consumer Pack Division Business of approx. 50 Cr. Per annum in Rajasthan and based at Jaipur.)

**Key Result Areas:**

* Spearheading entire gamut of operations for consumer pack vertical.
* Responsible for all channel development and sales strategy implementation.
* Leading the team of 3 ASM & 18 ASI, ASO and SR’s directly report.
* Entrusted with the responsibility of building distribution, coverage, BTL activities and overall market access of business.
* From Sep. 2014 to 10th Jan. 2016 was associated with **Adani Wilmar Ltd.** as **Sales Manager.**
* I was responsible for "**Fortune Basmati** **Rice**" business in entire Rajasthan & successfully launched in the state of entire Gujarat, M.P., Delhi & Punjab.
* From July 2013 To August 2014 was with **Best Foods Ltd. (Best Rice)** as **Regional Sales Manager.**

(Responsible for Delhi NCR, Rajasthan & Gujarat.)

* From Aug.2004 To June 2013 was associated with **Kohinoor Specialty Foods India Pvt. Ltd**. (**McCormick Foods – U.S.A.) as Divisional Manager** and handled entire Rajasthan in terms of G.T., M.T. & HORECA for **Kohinoor** **Basmati** **Rice**, Ready To Eat & Gravies etc.

**Nature of work**:

* Aggressively prospecting for growth in business opportunities & enhancing market reach in the state of Rajasthan, implement strategy for market expansion in the unexplored areas of good potential. Develop and strengthen the dealer network infrastructure. Proactively conducting opportunity analysis by keeping abreast of market trends and competitor moves to achieve market share metrics. Determining Sales volumes as per the sales and marketing budget and driving the effort in achieving Sales and collections turnover. Conduct relationship management with channel partners and key customers.

# Achievements:

Consistently overachieved the highest countrywide sales targets of **“Trophy Gold”** basmati rice consumer pack in Rajasthan 2004 – 2005.

* **From Dec. 1998 to July 2004, I was doing my business as distributor of Haldiram’s, McDowell & Fun Flips, etc. in Bulandshahr.**

#### Worked with Nirma Consumer Care Ltd., Ahmedabad as Sales Supervisor from Dec. 1995 to Nov. 1998 & responsible was for West. U.P. & Haryana.

* **Achievements:** Achieved the highest sales targets in 1996-1997 over than 300%. Promoted to Sales Supervisor in 1997.

* **Worked with Welbeck Pharma Pvt. Ltd.** as **Medical Representative** from Oct. 1992 to Nov.1995 & based H.Q. was Bulandshahr.

**Academic Details :**

* M.B.A. from IASE , Rajasthan( India )
* P.G. in Industrial Relation & Personnel Management from IPM , Ghaziabad – U.P. ( India )
* B.Com. from Meerut University, Meerut – U.P.( India )

**Personal Details**:

**Date of Birth** : 23rd Feb.1970

**Permanent Address**: Flat No. 101, Plot No. 71,

Ashok Vihar, Jagatpura,

Jaipur – 302017 (Rajasthan)

: 290 – A, Krishna Nagar,

Bulandshahr – 203001 (U. P.)

**Relocation** : Not an issue, if opportunity is better.

**Thanks & regards,**

**(SUNIL GOYAL)**