

Rahul Gupta

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Industry Preference: Modern Trade & E-Commerce FMCG

A competent professional with nearly 10+ years of experience in Sales & Marketing, Distribution Channel Establishment, Collection & Relationship Management in consumer products FMCG (Confectionary, Mouth Freshener, Frozen and Chilled) at Modern Trade (B2B, B2C and E-commerce) and stand-alone stores in Delhi & NCR.

CORE COMPETENCIES

Retail Operations

Channel / Distribution Management

Team Building & Leadership

Customer Relationship Management

Business Development

Store Handling

Display Management

- A competent professional with 10 + years of experience across Sales & Marketing, Modern Trade & General Trade and Channel& Distributor Management
- Presently associated with **Ruchi Soya Industries Limited**, Noida as KAM
- Successfully launched brand **Vezlay & Howdy** in standalone stores of Delhi /NCR.
- Set up distributor network of newly launched brand – **Vezlay & Howdy**.
- Expert in turning around underperforming segments & business units through best practice identification and implementation
- Implementing sales promotion plans & new store concepts to generate sales for achievement of targets.
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Training the team & ensuring adherence to the norms; reviewing

Daily/Weekly/Monthly performance of sales & operations team for reporting to senior

Vezlay Food Pvt. Ltd as Asst. Manager - Sale

DS Spiceco Pvt. Ltd. as Asst. Manager – Sale
Transferred from Dharampal Satyapal Limited on Dec 2020)

April 2011 –31 July 2014

01 Aug 2014 – Feb 2016

01 March 16 –16 Sep 21

20 Sep 21 – till now

Primo Food Pvt. Ltd as Business Development Officer

Ruchi Soya Industries Ltd as Junior Manager (KAM)

Employment Details :-

Ruchi Soya Industries Ltd – From 20 Sep 21 to till now
Junior Manager (Key Account Manager) – Delhi & NCR

- Responsible for Key Account Management of various Modern Trade chains i.e Spencer, 1 MG, Big Basket, PharmEasy, DJT Retail.
- Placement in Supplement stores, Gym trainers and personal trainers (Delhi /NCR, Haryana)
- Appointed Distributors in Delhi
- Handling Super stockiest (Delhi & NCR)

DS Spiceco Pvt Ltd - From 01 March 16 to 16 Sep 21

Asst. Manager – Delhi NCR & U.P

(Transfer from Dharampal Satyapal Limited on Dec 2020)

- ♦ Responsible for Key Account Management of various Modern Trade chains i.e.
 - ✚ **Retail** - GPIL, Reliance Retail Limited, Future Retail Limited, Aditya Birla Limited, Spencer, Le Marche, D Mart, V Mart
 - ✚ **C&C** - Wal-Mart, Metro Cash & Carry and C.P Wholesale India Pvt Ltd (LOTS),
 - ✚ **On Line** - Flipkart, Grofer, Big Basket, Milk Basket.
- ♦ Handled Depots (Delhi, Noida and Lucknow)
- ♦ Negotiation and generation of PO's from local buying managers.
- ♦ Pricing revision or correction, scheme planning, Payment follow up, Competitor analysis, MBQ revision, Stock rotation for freshness, Signage, Flag, Blocked article reopen, Recognizing. Fill rate, POs Extension, POs appointment, Payment Follow up, Reconciliation of Payment, Way-bill, BTL Participating in various, exhibition & events.
- ♦ Ensuring consistent adherence to sales, marketing, finance payment distribution policies and procedures in dealing with key accounts
- ♦ Alignment new product listing in Regional and National chain.
- ♦ Coordination with Logistic team for timely delivery of orders.

Highlights:

- ♦ Augmented the business **80%** growth in a short span of 1 Year

Since 01 Aug 2014 to Feb 2016 : Primo Food Pvt Ltd **Business Development Officer – Delhi & NCR**

- ♦ Handled accounts namely, **Wal-Mart, Big Bazaar, (Max Hyper), Sangam (Home store), Spencer, Needs Super Mart , Save Max, Modern Bazaar, Krishna Super Marche, SRS Ltd.**
- ♦ Prepared the business plan for the Retail business (MT & Stand alone) and be Execution for achieving the targeted distribution, coverage, sales volumes and revenues,
- ♦ Appointments of distributors in Delhi & NCR.
- ♦ Set up stand alone store.
- ♦ Supervision for secondary sale (Store and article wise)
- ♦ Co-ordinate with Finance & Accounts to ensure compliance with all financial norms to control collections and receivables

Highlights:

- ♦ Contribute 50 % to total Brand business

April 2011 to 31 July 2014: Vezlay Food Pvt Ltd

Asst. Sale Manager –Delhi & NCR

- ♦ Handle Modern Trade accounts namely **Big Bazaar, GPIL, Home Store, SRS Limited, Max Hyper, Honey Money Top, Krishna Suermarche, Needs and standalone stores..**

- Business involving sales forecasting, planning of schemes, monitoring stocks level at distributor level
- Developed and manage efficient distribution networks for sales in Delhi and NCR
- Managing, training, and motivating existing sales team to drive revenue growth. (SO, S.E, Merchandisers and Promoters)
- Penetrate brand **Vezlay** in South Delhi & Central Delhi (Self), Ghaziabad, East Delhi and Gurgaon (through team) for General Trade & standalone stores.
- Coordinating with Finance, Marketing, and Production and Supply chain team for timely delivery of brand promise.

Highlights:

- Drove 50 % to total Brand business.

SCHOLASTICS

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| ➤ M.B.A – Marketing (Major), International Business (Minor)
Gautam Buddh Technical University from L.K.C.E, Ghaziabad | 2009-2011 |
| ➤ B.B.A – Marketing (Major), Informational Technology (Minor)
Bhim Rao Ambedkar University from B.B.D.N.I.T.M, Lucknow | 2005- 2008 |

IT Skills

Well versed with MS – Office and Internet Applications.

PERSONAL DOSSIER

Father's Name	: Mr. Ram Narayan Gupta
Status	: Married
Date of Birth	: 10 .05.1988
Languages	: English & Hindi
Permanent Address	: Bhupat Babu ki kothi Katra, Banda, U.P, (210001)

DECLARATION

I declare that the above information is true and correct to the best of my knowledge. I understand that if any information given above is found false/incorrect my candidature is liable to be rejected.

Date:

Place:

Rahul Gupta