

## SAURABH ASTHANA



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saurabhasthana2015



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G-102, Satya Shanti Apartments, Sector-13, Rohini, Delhi



Experienced International Marketing & Business Development professional with more than 15 years in managing International Sales (Export) & Marketing, Brand Promotion and Advertising, Export Operations for Healthcare, Herbal & Ayurveda Products, Defense, Processed Food, Dairy & Agro Products

### Key Responsibility Areas

- ❖ International Sales and Marketing
- ❖ Market Research: Market trends, Competition Analysis, Market analytics and reporting,
- ❖ Sales & Marketing Strategy: Market mapping, Top-line and Bottom Line Profit Management, Sales Planning, Brand Promotion & Segmentation, Market Communication, New Product Development and Launch, Sales Planning & Forecasting, Up and Cross Selling, Exhibitions, Events and Market Activities Planning
- ❖ Export Operations and Management: Logistics and Supply Chain Management; Regulatory and Commercial Compliance for Foreign Trade Policy, INCO Terms and local laws of Importing countries; CRM
- ❖ Trading: Sourcing & Costing for Processed Food, Dairy & Agro Products, Herbal & Ayurveda Products, Metal & Non Metals for smooth execution of business orders
- ❖ Team Management

### Key Performance Indicator

- ❖ Sales achieved and maximization through the exports- product line
- ❖ Profits from the account
- ❖ Customer Satisfaction levels
- ❖ Sales team productivity
- ❖ Key Account Management; Cross Selling and Up selling
- ❖ Problem Solving

### Key Contributions

- ❖ Territories Managed: South Korea, Taiwan, Australia, South East Asia, SAARC, Indian Ocean Countries, East & West Africa, Iran, MENA Region, USA, Canada, UK, Germany, France, Latvia, Ecuador
- ❖ Portfolios Managed: Healthcare Products & Equipment, Agro Commodities, Food Products, Ayurveda and Herbal products, Metal & Non Metal; Paper & Stationeries
- ❖ Generated revenue of more US\$ 46 mn (Approx.) as International Business Development Professional
- ❖ Exhibitions: Medical Fair Asia 2008, DSA Malaysia 2010; Gulf Food 2011 to 2016, 2020; SIAL Paris 2013, Aahar2013, MENOPE 2016, International Arogya 2017
- ❖ First new joiner at Eastern Medikit Ltd. (EML) who generated new business within 2 months of joining
- ❖ Introduced & Increased market reach of MKU's products in South East Asia & Australia. Achieved sales target of US\$ 4.5mn within first year. Successfully organized DSA Malaysia 2010
- ❖ Ensured Himalaya International Ltd. (HIL) presence in GCC, South East Asia and generated sales of US\$ 10 mn. Awarded as best new joiner and best employee for the year 2010-11, 2011-12 respectively
- ❖ Assisted Radikal team in streamlining export operations and successfully establish new business in Mauritius, Srilanka, Egypt, Bahrain, Kuwait apart from managing existing key accounts. Generated export sales revenue of US\$ 8 mn & US\$ 9mn and US\$ 2.5 mn for FY 2013-14, 2014-15 & 2015-16 respectively
- ❖ Successfully started export vertical at Unifarma Herbals. Generated business revenue of US\$ 2.5mn
- ❖ Streamlined Export and Trading vertical at Meltwatercorp, Started business of Rice, Wheat Grain, Canned Mushroom, Copper, A7 Ingot. Generated Revenue of US\$ 6 mn
- ❖ Generated US\$ .6 mn business for branded Basmati Rice and Saffron from UAE and KSA in 2 months at Sarveshwar Foods Ltd, Jammu. Participated in Gulf Food 2020

## ORGANISATIONAL SCAN

Since February 2020 | Sr Manager-International Sales & Marketing at Sarveshwar Foods Ltd | Delhi

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Territories: South East Asia, Australia, Middle East, SAARC Nations, Africa, EU, USA and Canada  
Product Portfolio: Basmati & Non Basmati Rice, Organic Food Products

KPIs:

- ❖ Managing Sales, Marketing and Operations for Export vertical
- ❖ Leading export team for attainment of organizational objectives for sales, profit and brand management
- ❖ Generated quick business worth US\$ .6mn for brand sales for Basmati Rice and Saffron in UAE and KSA
- ❖ Helped the organization in resolving long pending payments from some overseas clients
- ❖ Streamlined some of the delayed shipments of USA and Sweden for traditional and 1121 raw basmati rice
- ❖ Helping the organization in resolving some of the claims at ECGC

January 2019-January 2020 | Manager Exports at Meltwater Corp | Gurgaon

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Territories: South East Asia, Middle East, SAARC Nations and Africa  
Product Portfolio: Agro & Food Products (Basmati & Non Basmati Rice, Wheat grain, Maize, Mushrooms, Fruits &

Vegetables etc), A4 Papers, Metal & Non Metals

KPIs:

- ❖ Streamlined Export and Trading verticals
- ❖ Generated quick business avenues for revenue generation to ascertain the attainment of operational cost
- ❖ Streamlined the business of Agro & Food Products, Metal & Non Metals and A4 papers including Triangular trade, Export, import and domestic trading
- ❖ Generated Revenue of US\$ 6 mn

AGM-Exports | April 2016-March 2018 | Unifarma Herbals | Lucknow

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Territories: South East Asia, Canada, UK, Germany, Middle East, SAARC nations, Africa and EU Countries  
Products: Ayurveda and Herbal Healthcare Products

KPIs:

- ❖ Successfully started export vertical being improving it up to the expectations of International Standards.
- ❖ Managed business from UK, Nigeria, Tanzania, Ghana, KSA, Nepal, Afghanistan, Bangladesh, Mauritius
- ❖ Pivotal in launch of new products like Tulsi drops, Green Coffee capsules, Bael Prash, Dermaceutic cream, Cosmetics etc
- ❖ Organized and represent at various international events like Menope, iPhex, International Arogya, IIFT etc
- ❖ Generated new business of US\$1.45mn since joining. Developed organization's maiden export business within 2 months of joining from UK followed by Mauritius in next 2 months. Successfully managed bulk business for Psyllium Husk, Kalonji Oil and Herbal Extracts

Export Manager | July 2013-March 2016 | Radikal Overseas Pvt Ltd | New Delhi

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Territories: Middle East, SAARC, IOC, Djibouti, Ghana, Kenya, South Africa, Singapore  
Products: Basmati and Non Basmati Rice (both Branded & Pvt Label)

KPIs:

- ❖ Pivotal in streamlining export operations
- ❖ New Business from Mauritius and Maldives in 3 months of joining
- ❖ Successfully established new business in Mauritius, Sri Lanka, Egypt, Bahrain, Kuwait, Maldives, UAE, Gambia
- ❖ Managed existing key accounts of Bahrain, Qatar, Jordan, Kuwait
- ❖ Generated export sales revenue of US\$20 mn during tenure
- ❖ Successfully organized SIAL Paris 2013, Anuga, Gulf Food 2014, 15 and Iran Food 2014

Export Manager | November 2010 – June 2013 | Himalaya International Ltd. | Gurgaon

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Territories: Middle East, SAARC, UK, France, Asia Pacific

Products: Canned Food, Fresh Mushroom, Dairy Products (Paneer, AMF etc), RTEs

KPIs

- ❖ Introduced new business in UAE within 3months of joining
- ❖ Awarded as best new joinee and best employee for the year 2010-11, 2011-12respectively
- ❖ Successfully managed non USA business and established organization's presence in GCC,SE Asia, Australia
- ❖ Generated business worth US\$ 8mn
- ❖ Pivotal in removing the supply bottlenecks for export business to ensure the international quality products on timely basis

November 2009-October 2010 | Assistant Manager-International Sales | MKU Pvt. Ltd. | Kanpur

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Territories: South East Asia & Australia

Products: Bullet Proof Jackets, Helmets, Ballistic Shields, Body Armor, UAV

KPIs:

- ❖ Streamlined the business operation for SE Asia & Australia
- ❖ Generated New accounts for Singapore, China, Vietnam
- ❖ Escalated the turnover from Existing Key Accounts
- ❖ Successfully launched Ballistic Shield in China and Vietnam
- ❖ Generated revenue of US\$ 4.5mn
- ❖ Successfully organized DSA 2010

May 2007 – October 2009: Eastern Medikit Ltd., Delhi as Export Officer (International Marketing)

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Territories: South East Asia and South America

Products: Blood Bags, IV Catheters, Injections, Surgical Blades and other medical disposable items

Markets Mapped: Taiwan, Thailand, Indonesia, Philippines, Malaysia, Laos, Kazakhstan, Colombia, Ecuador,

Venezuela

KPIs:

- ❖ Generated maiden business development from Taiwan within 2 months of joining
- ❖ Managed key accounts of Indonesia, Malaysia Colombia, Ecuador, Venezuela
- ❖ Established new business from Thailand, Philippines, Laos, Bangladesh
- ❖ Successfully organized Medical Fair Asia

### COMMENCED CAREER

April'03- June'05: A. J. International Pvt. Ltd., New Delhi as Asst. Supervisor

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Accountabilities:

Coordination with Merchandiser and Pattern Master, Keeping record of Export Documentations and coordinating with the Account department, ensuring the timely delivery of the consignments of the buyers, supervising the packaging team

### SCHOLASTICS

2005-2007 MBA (International Business) from University Of Lucknow

1999-2002 BSc (PCM) from Lucknow Christian P.G. College (University of Lucknow)

### PERSONAL DOSSIER

Date of Birth	18th March 1981
Mother's Name	Smt. Sushma Asthana
Father's Name	Late Madan Mohan Asthana
Permanent Address	E-4172, Sector-11, Rajaji Puram, Lucknow, UttarPradesh
Correspondence Address	G-102, Satya Shanti Apartments, Sector-13, Rohini, Delhi

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