

# ANJANI DUBEY

Sr. Territory Sales Executive,  
Territory Sales Manager, Business  
Development Manager, Area Sales  
Manager

Phone : +919984699991  
Email ID : anjanidubey.ap@gmail.com  
Address : Gorakhpur, Uttar Pradesh, India

As an aspirant for the Sales role in the Food/Beverages industry, my goal is to leverage my extensive experience in sales, business development, and channel management to drive growth and increase market share. With a strong record of successful product launches and innovative go-to-market strategies, I aim to contribute to an organization's vision by implementing effective sales tactics and fostering robust relationships with channel partners. My commitment to continuous learning and adapting to market dynamics positions me as an ideal candidate who will consistently strive for excellence in every aspect of the job.

## Professional Summary

- Over a decade of comprehensive experience in retail sales, business development, and channel management within the Food/Beverages industry.
- Proficient in executing new product launches and go-to-market planning, resulting in measurable increases in brand visibility and market penetration.
- Managed a diverse portfolio of products, including beverages and food items, contributing to significant revenue and profit growth.
- Proven ability to lead and train cross-functional teams, including the successful coordination of up to 34 sub-distributors and 20 direct, 3 super stockist distributors and 3 TSO's
- Skilled in devising strategies to counteract competitor activities and secure a competitive advantage in a dynamic market environment.
- Adept in utilizing technology for data analysis and decision-making, enhancing operational efficiency and distributor engagement.
- Strong communication skills, with a track record of developing and maintaining long-term client relationships and achieving high levels of customer satisfaction.

## Career Timeline

- 1

Sep 2020 - Aug 2024  
**SENIOR TERRITORY SALES EXECUTIVE**  
TATA CONSUMER PRODUCTS LIMITED (TCPL)
- 2

Aug 2015 - Aug 2020  
**TERRITORY SALES INCHARGE**  
TATA CHEMICALS LIMITED.
- 3

Apr 2013 - Aug 2015  
**CUSTOMER EXECUTIVE**  
PEPSICO INDIA HOLDING PVT.LTD
- 4

Feb 2011 - Apr 2013  
**BUSINESS OFFICER**  
KURL-ON LIMITED, (MANIPAL GROUP)

## Work Experience

Sep 2020 - Aug 2024

**SENIOR TERRITORY SALES EXECUTIVE**  
TATA CONSUMER PRODUCTS LIMITED (TCPL) (GORAKHPUR)

Responsible for strategic territory sales growth and distributor management, ensuring the achievement of sales targets and optimal product distribution

- Managed a distribution network encompassing 3 Super stockiest, 34 sub distributors, and 20 direct distributors
- Led a team comprising of 3 Territory Sales Officers (TSOs) and 20 Distributor Sales Representatives (DSRs)
- Oversaw the sales and distribution of various categories including beverages, food products, and health snacks across the territory
- Implemented and maintained high service levels and category visibility in retail outlets
- Ensured distributors' adherence to TCPL business guidelines and managed stock levels effectively

### Achievements:

- Increased number of retail outlets sub distributor & distributor leading to expanded territory reach
- Successfully launched new product lines, contributing to a more diverse product portfolio

## Soft Skills

Communication  
Teamwork  
Leadership  
Problem-solving

## Education

POST GRADUATE DIPLOMA IN  
MANAGEMENT  
**LUCKNOW**  
2008 - 2010

MASTER OF ART  
**DDU Gorakhpur University**  
2005 - 2007

BACHELOR OF ARTS  
**DDU Gorakhpur University**  
2002 - 2005

HIGHER SECONDARY  
**U.P BOARD**  
2002

## Languages

English  
Hindi

## Hobbies

Analyzing market trends and consumer behavior to predict industry shifts.  
Cultivating a network of professional contacts within the Food/Beverages industry.

## Achievements

- Won the slice contest and got opportunity to meet Katrina Kaif.
- Recognized for selling the highest aging stock in the territory, demonstrating exceptional inventory management and sales capabilities.
- Won the Mother brand pepsi contest in pepsico and got chance to meet Priyanka chopda.

Aug 2015 - Aug 2020

## TERRITORY SALES INCHARGE

TATA CHEMICALS LIMITED.(PRAYAGRAJ (ALL AHABAD))

Tasked with sales enhancement and distribution network growth, focusing on new product penetration and market share expansion

- Developed sales and distribution strategy to increase outlet numbers and service levels
- Introduced new products to the market and ensured successful distribution
- Analyzed weak routes and implemented action plans to improve sales performance
- Managed stock levels at distributor points using BOTREE-DMS for data-driven decisions
- Collaborated with ASM in demand forecasting and territory market analysis

### Achievements:

- Enhanced territory penetration for new product categories
- Streamlined claim management processes for distributors, leading to improved compliance with TCPL guidelines

Apr 2013 - Aug 2015

## CUSTOMER EXECUTIVE

PEPSICO INDIA HOLDING PVT.LTD(AZAMGARH(URBAN & RURAL))

Oversaw customer and channel management, ensuring sustained sales growth and market coverage

- Managed distributor appointments and team motivation
- Oversaw route operations, market scheming, and stock freshness
- Handled high volume accounts and targeted new accounts for channel growth
- Communicated strategies through gate meetings and managed consumer complaints
- Ensured compliance with sales tools and channel management best practices

### Achievements:

- Boosted primary and secondary sales within the territory
- Fostered successful relationships with top customers and expanded distribution channels

Feb 2011 - Apr 2013

## BUSINESS OFFICER

KURL-ON LIMITED,(MANIPAL GROUP)(GORAKHPUR)

Charged with driving sales performance and establishing strong channel partnerships

Focused on retail sales, business development, and channel expansion