



Banmali Lal Raikwar

Area Sales Executive

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📍 Ews 316, F-Sector, Ayodhya Nagar, Bhopal, India

🌐 banmalilalraikwar

Profile

Results-driven **Area Sales Executive** with 17+ years of experience in sales growth, territory management, and team leadership. Expertise in FMCG sales strategy, customer acquisition, distributor networks, and achieving revenue targets. Proven track record in meeting performance metrics, market expansion, and maximizing profitability.

Education

Master's in Economics

Jiwaji University

2000

Gwalior, India

Bachelor's in Arts

Jiwaji University

1998

Gwalior, India

Professional Experience

Area Sales Executive

LT FOODS LTD. ✎

07/2022 – present

Bhopal, India

- **Promoted to Area Sales Executive** for consistently exceeding sales targets and driving territory growth.
- **Achieved and exceeded sales targets** by leading sales initiatives and developing growth strategies in the territory.
- **Optimized team performance** through management, mentoring, and setting clear individual and group KPIs.
- **Expanded market share** by establishing strategic channel partnerships and new market routes.
- **Drove team success** by conducting performance evaluations and implementing motivational tactics to surpass goals.

Sales Officer

LT FOODS LTD. ✎

07/2017 – 07/2022

Bhopal, India

- **Coordinated daily sales operations** with Area Sales Manager, distributors, and retail outlets to meet targets.
- **Ensured achievement of sales targets** by overseeing primary and secondary sales performance.
- **Optimized distributor networks** by appointing new distributors and enhancing supply chain efficiency.
- **Analyzed competitor activities** and provided insights for strategic sales adjustments.

Sales Officer

DS GROUP LTD. ✎

05/2008 – 07/2017

Sagar, India

- **Led sales execution** and retail management across territory, driving revenue growth.

- **Built and Developed** strong wholesale and retail partnerships, implementing action plans to achieve sales goals.

Sales Supervisor

ITC FOOD DIVISION. 

12/2005 – 05/2008

Gwalior, India

- **Supervised and coordinated** sales activities under the distributor framework, ensuring target achievement and territory growth.



Certificates

Building High Performance Sales Organization — Dale Carnegie Training Certificate



Awards

LT Team Excellence Award

2023

LT FOODS LTD

All INDIA Employee of The Month

05/2017

LT FOODS LTD



Skills

- Sales Strategy & Territory Management
- Team Leadership & Performance
- Market Expansion & Customer Acquisition
- Revenue Growth & Profitability
- Distributor & Retail Channel Management



Others

- Notice Period: 30 Days.
- Total Experience: 17+ Years.