

PARIMI SHYAM PRASAD

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SUMMARY

I am having 25 years of experience in sales & marketing in FMCG industry spanning across the Karnataka region. Handling Distributionchannel management with the leading companies like **Escee Industries Private Ltd, Waycool Foodsand Products Private Ltd, Esme Consumer pvt ltd., (Natures essence),Emami ltd., Jyothy Laboratories ltd., Perfetti Van Malle, Parle agro pvt ltd., CavinKare, Gillete India Ltd., and Godrej soaps ltd.**

PROFESSIONAL EXPERIENCE

Presently working with Escee Industries Private Ltd. (Kristal Salt) as Regional Sales Manager Since May '24 Based at Bangalore Handling Entire Karnataka State with a Team of 2 ASM, 3 TSO, 5 TSI having a total turnover of around 1.25 Cr.

- Deliver Revenue and Distribution objectives of Territory
- Expanding distribution to 20k population towns in state
- Sales forecasting & Production planning
- Ensuring Effective market working by team
- On-Job training to manpower

Waycool Foods and Products Private Ltd; (Corporate FMCG Distribution) as Senior Sales Manager based at Bangalore

from August '22 to April '24 handling **Nestle, Marico, Tata Consumer Products Ltd., and Kaleesuwari Refinery Pvt. Ltd. (Gold Winner)** with a Team of 2 ASM, 6 TSE, 49 SR, 9 Operators, 6 Finance, 4 Logistics, 18 Handlers and 16 DEs, having a total turnover of around 5.50 Crores (Nestle:1.50 Cr, Marico: 2 Cr, Tata: 50 Lakhs, Gold Winner: 1.3-1.5 Cr.)

- Responsible for Sales & Distribution of 3rd Party Brandsundertaken by Waycool
- Pivotal in achieving the collections targets & inventorymanagement
- Responsible for smooth operations of Logistics for 3rd PartyBrands
- Ensuring Effective market working by team
- Drive Weekly phasing in Secondary, Primary & Collections
- Managing 3rd Party finance which includes investments,returns and growth
- Covering 5594 total outlets in Bangalore (Nestle :1247, Marico: 4321, Tata:1006, Gold Winner: 267 (SAMT))
- Covering dedicated GTM of SAMTs
- On-Job training to manpower & Keeping track of competition

ESME CONSUMER PVT LTD., (NATURES ESSENCE- Samara Capital)
as Area Sales Manager based at Bangalore

for entire Karnataka state from April '21 to July '22 with 25 SOs, 3SSEs, 2 super stockiest and 98 Distributors for Retail Division.

Emami Ltd., as Area Sales Executive based at Bangalore

for entire Bangalore General trade business from March'16 to March'21 with 5 ASOs and 43 SRs

Jyothy Laboratories Ltd., as Territory manager for North Karnataka Rural business based at Bellary

From Jan'15 to Feb'16, Districts covered are Bellary, Chitradurga, Davangere, Yadgir, Gulbarga, Bidar, Raichur, Koppal, Dharwad, Haveri, Bijapur, Uttar kannada, Belgam, Dakshin kannada with 10 Super stockiests, 256 sub-stockiests with 3 Sales officers and 12 SRs

Emami Ltd., as Area Sales officer, from Jun'07 to Dec'14 for four different HQ/Geographies

Bellary, Davangere, Shimoga and Bellary covering following districts; Bellary, Raichur, Koppal, Haveri, Davangere, Chitradurga, Shimoga and part of Chikkamagalore

Perfetti Van Malle India Private Ltd., as a Distribution Sales officer for

from Dec'05 to May'07 at Kurnool HQ covering Kurnool district

Parle agro Private Ltd., as Growth officer

from April'02 to Nov'05 based at Bellary for Bellary, Raichur and Koppal districts

Cavinkare Private Ltd., as Sales Representative

from May'01 to March'02 at Shimoga head quarter covering Chikkamagalore, Hasan and Shimoga districts with 24 Distributors and 2 RSPs

Gillete India Ltd., as Pilot Sales Representative

from Jan'2000 to April'2001 based at Shimoga covering Shimoga, Davangere and Chikkamagalore districts with 16 Rural distributors and 2 Urban distributors

Godrej soaps Ltd., as ISR

from Dec'98 to Dec'99 based at Davangere, covering Davangere, Bellary and Koppal districts with 18 Distributors

EDUCATIONAL QUALIFICATIONS

B.Com – Bachelor commerce

PERSONAL PROFILE

Name : Parimi Shyam Prasad
Date of Birth : 19-01-1974
Marital status : Married
Current CTC : 13.25 Lacs PA (Fixed)

