

# SAKET KUMAR DWIVEDY

Offering 17 yrs Experience as Strategic Sales Leader

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Patna



## SUMMARY

A strong visionary Sales Leader with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments, expanding the revenue base in the market and driving substantial business growth, Eager to contribute this expertise to develop and lead high-performing sales teams.

## EXPERIENCE

### Branch Manager

**Orient Electric Ltd. - C K Birla group Company**

06/2023 - Present Patna

- Region Business target achievement for fans- Sales, Collection & Forecasting, budget management
- Lead and manage Regional sales team of ASMs, TSMs, SAs, Branch Operation Executives, MIS, Commercial Executives, service team etc
- Develop and implement strategic sales plan, Analyze market trends and adjust strategies accordingly
- Channel Network Expansion, Correction Strategy - Channel mapping and drive revenue growth
- Build and maintain strong customer relationships
- Effective execution of BTL, Displays and Branding activities
- Collaborating with other departments like logistics, marketing, finance, production and service team for profitable strategic execution
- Numeric distribution, New product development, market penetration, Focus product placement, key outlets performance monitoring
- Identify hiring need, Training, retaining, grooming and enhancing the productivity of sales team members.

### Senior Territory Manager

**Crompton Greaves Consumer Electricals Limited**

04/2018 - 06/2023 Lucknow

- Handled 40 cr fan business in Eastern U.P
- Plan and achieve annual budget target product wise, category wise and collection, ROD plan deployed for the branch
- Ensure sales phasing for the month 7th(10%), 14th (25%),21st (40%),ME(100%)
- Drive new/focus product in the branch and Improve premium contribution of the total sales
- GTM for each territory covering Trade Partners and Plan to maximize reach (ND,WD) in all town categories
- Network expansion, correction & Channel management strategies for each product, town category
- Drive Process Improvement initiatives & effective implementation in branch BTL, Tally Patch, Easy DMS, Field Assist, Dealer Portal, Channel finance etc.
- Lead a sales team of 8 TSE and LAS person, DSMS towards a common goal of the organization.

### Deputy Manager

**Havells India Ltd.**

06/2015 - 11/2017 Lucknow

- Handled 9 cr Fan business in Central & Eastern U.P
- Achieved Targeted Sales through primary & secondary sales in Central U.P and Ensured range visibility and sellout through prospective Dealer & Retailers
- Maintained MIS, Tracked and analyzed area wise & product category wise sales data
- Sales Planning & forecasting and implemented Marketing & Sales Activities across the all fans category
- Competition analysis, benchmarking, new products & trade scheme launch
- Dealer Network Development & Galaxy Expansion in given geographical area
- Handle a team of ISP and FOS

## KEY ACHIEVEMENTS



### Best Branch Manager -DTM - Orient Fans

Recognized for setting up the DTM business in Bihar with the largest single-year sales growth, numeric reach & ROD



### DTM business expansion and correction - Orient

Successfully identified and captured 30+ new Distributors channel and some correction; Built high performance sales team of ASM , TSM, Sales Associates, Branch executives within a single fiscal year for DTM Expansion



### Pragati award GTM in Crompton Fans

Awarded five times best Senior Territory Manager in Branch & North India with Crompton



### DMS/Bizom/Connect/Sales trainer

Work as a SPOC; Supporting functions of entire region for DMS (Distribution Management System), Bizom, Connect apps, and a Long arm Sales & Frontline sales trainer helping all product division in driving sales operations.



### Learning while working

ECD training at Havells & Completed various learning pathways with degreed like Channel Management, Managing Team Work, Personal Effectiveness, Leading Team, Execution Excellence, Fan-Product Training with Crompton.

## PROFESSIONAL SKILLS

Sales Strategy development and execution

Team leadership and management

Market analysis and trend identification

Budget management and cost reduction

Sales forecasting and reporting

Networking and partnership development

Channel Sales and Distribution

New product development and promotion

Customer relationships management

Go-to-market strategy

Management Information system (MIS)

## EXPERIENCE

### Manager Sales

#### Arise India Ltd.

06/2014 - 06/2015 Lucknow

- Handled a team of ASM & TSM on in East Uttar Pradesh and Achieved monthly, quarterly & annually target through new franchisee and dealer network establishment across all category of Pumps, Consumer electronics, Small Appliances, Fans etc.
- Responsible for expanding business through Franchisee, Distributors & Dealer Network Channel, Sales Planning & forecasting and implement Marketing & Sales Activities
- Identified new Arise One Franchisee & Shop-in-Shop business & expanded it in East Uttar Pradesh
- Maintained, Tracked and analyzed territory wise sales data for all type of channel partners.
- Corresponded with logistics, finance, marketing and after sales service team for proper service to customer

### Business Operations Manager

#### Videocon Industries Ltd.

05/2011 - 06/2014 Varanasi & Lucknow

- Handled the channel distribution of Videocon group brands (Videocon, Sansui, Kelvinator, Electrolux etc) and multi-brand retail chain of Digiworld.
- Ensured the profitability of channel partner while planning & executing BTL activities for generating footfall & tracking ROI. Identifying new franchisee & potential investor, convincing them with ROI model
- Recruiting, Organizing DIGIworld Staff (Store In charge & ISDs) training on regular basis to educate, improve their skills
- Analyzed business plan vs actual plan brand wise, product wise & model mix wise and maintained stock availability
- Managed brand communication at DIGIworld, maintained merchandise display & up keep of Store. Develop and executes effective Retail marketing plans as per local market.
- Prepared sales target & promotional budgets for each DIGIworld and executed

### Junior Sales Officer

#### Panasonic India Pvt. Ltd.

2007 - 04/2011 Varanasi

- Visiting all major Dealers/Retailers to collect the sales enquiries of Air conditioners and follow-up for the pending quotations to get the Purchase Order and to ensure that order requirements are promptly supplied and the Dealers are fully satisfied
- Made relationships and building rapport with Distributor, Dealers, Sub Dealers, Key architects, Individual & Institutional customers.
- Appointed and developed New Dealers in Eastern-U.P. and supporting a team of 8 In-Shop Demonstrators
- Analyzed market feedback about products, customers desires & competitors activities prevailing in the market
- Control the distribution width and depth of the defined territory and maximize sales through effective execution
- Giving product application information, unit prices, shipping date anticipated delays & information needed by the Dealers

## EDUCATION

### PGDM (Post Graduate Diploma in Management)

#### International Institute for Special Education, Lucknow

2010 - 2012

### Graduation

#### B. R. Ambedkar Bihar University

2003 - 2005

## LANGUAGES

Hindi  
Native



English  
Proficient



## SOFT SKILLS

Strategic Thinker

Collaborator

Communicator

Innovator

Motivational Leader

Change Agent

## COURSES

#### Leadership Skills - IIM Ahmedabad

Indian Institute of Management

#### Certified Business Management Expert

Indian Council for Technical Research & Development

#### Advance Diploma in Computer Application

Soft Vision Computer Education, Lucknow

#### Product Management, Business Excellence, Project Management, Education Sales

LearnTube by CareerNinza

#### Six Sigma white belt in Sales

The Council for Six Sigma Certification

## AWARDS

#### Challenge of excellence - Beyond the Limits

Lucknow Management Association

#### 12th Youth Festival 2006 Debates

Lucknow Mahotsav

#### Bal Vigyan Congress Certificate

Bal Vigyan Congress, DM & DEO office

#### Bal Vigyan Pradarshani

Jawaharlal Nehru Pradarshani, DM & DEO office

#### N.S.S. Certificate

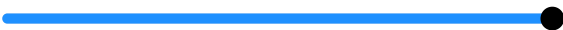
National Service Scheme, Ministry of HRD, Govt. of India

#### Scout Certificate

Bihar State Bharat Scout & Guide

## WORKED IN INDUSTRY

#### Fans



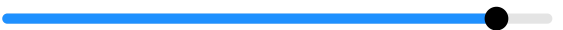
#### Small domestic appliances



#### Large domestic appliances



#### Consumer Electrical Goods



#### Consumer electronics



#### Pumps

