

MITHUN BADOLIYA

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Seeking Managerial Sales & Marketing Position in FMCG/Pharma Sector

*A seasoned Sales professional offering **over 13+ years** of diversified experience with well-known organizations. Seeking to be an effective catalyst in organizational growth as a part of top management, utilizing experience and knowledge honed while serving with reputed establishments.*

Areas of Expertise: Sales & Marketing, Business Development, Sales MIS, Sales Coordination, Customer Relationship Management, Channel Management, Team Management, Key Account Management and Client Servicing

PROFILE AT A GLANCE

- ⇒ Personable leader possessing customer-centric approach and strong understanding of the prevailing market conditions with proven abilities in driving team efforts towards achievement of targets.
- ⇒ Experienced in formulating and implementing brand management & promotional strategies, identifying new markets & new product concepts thereby achieving sales growth.
- ⇒ Deft at building product visibility, reviewing and interpreting market response to facilitate product improvement & contribute towards the growth of an organization.
- ⇒ Proficient to work and perform under high pressure situations and meeting deadlines under diverse environments. Proven record of implementing business-centred strategies to contribute to organizational growth and profitability.
- ⇒ A highly motivated and result focussed team leader possessing outstanding communication, interpersonal, organizational and time management skills with excellent problem-solving abilities; Proficient in training and mentoring sales team and motivating them to achieve targets.
- ⇒ Successfully handled implementation of Online reporting of Online Mobile Reporting Software/application & Tally Prime.
- ⇒ Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills and Audit related visit to centers across the country.
- ⇒ Received Best Employee performance award for **AAKASH GLOBAL FOODS PVT. LTD., INDORE** the group of **Haldiram Snacks Pvt. Ltd.-Noida (2016-17, 2017-18, 2018-19, 2019-20 & 2022-23).**

FUNCTIONAL RESPONSIBILITIES

Sales & Marketing

- Oversee sales and marketing operations, thereby achieving increased sales growth.
- Analyze and develop new markets to drive volumes resulting in business growth.
- Conduct detailed market study to analyze the latest market trends, track competitor activities and provide valuable inputs to fine tune the selling and marketing strategies.
- Administer sales, business development, customer service, network management and accomplishment of sales objectives/ profit targets.
- Plan and conduct various promotional activities, events and advertisings to create awareness and develop/ accelerate business growth.
- To be maintain the sales v/s expenses ration as per the company norms.
- Handle the Modern trade & General Trade Operations & Sales in the across the country.
- Daily Tracking and handling all the store approximate 350 and Field staff 50+.
- I have handled Modern Trade work
 - ✓ New Store Opening, Vender code Preparation work, Article listening, Tracking PO from the all stores, Day to day Tracking the PO & Sales, Tracking the sales (Primary & Tertiary), Tracking the Scheme of all over India and all the stores.
- Field staff Tracking and Maintain the sheet of Primary Sales Masters.
- Getting day to day updates from all stores.
- I visit all the stores from time to time and give information about my new and old products there and then I also talk to them about placing orders.

Channel Management

- Appointing distributors and sub distributors in major cities.
- Devise high impact schemes for the dealers and manage dealers and Sub dealer's day to day activities at different locations and support dealers in achieving their primary and secondary targets.
- Increasing brand space in dealer counters & managing outstanding of distributors within the company's credit policy.
- Guiding and training channel staff to enable achievement of sales and revenue targets.

Sales – MIS (Management Information System) & Sales Coordination

- Looking after all the Sales Administration activities of the Company, which consist of sales coordination with Filed Staff, Super Stockiest & Distributors of Pan India, Scrutiny of various field reports, finalization of monthly expenses of field staff & it's reimbursement, Attending and settling of grievances / claims of Super Stockiest.
- Audit related visit to across the country (verifying primary sales, secondary sales, closing stock and all claims) and market audit (like filed working and check the product visibility with market strength) of all Super stockiest with all Distributors.
- To be provide higher manager sales Deck & Dashboard Daily and Monthly.
 - ✓ Zone, State & S.S. Product Performance MRP –YTD, MTD, Pcs & Box Volume & Value
 - ✓ Product Performance Top 10 –Volume & Value
 - ✓ Performance YTD & MTD–Volume & Value
 - ✓ Sales per day/Per Person in KG
 - ✓ Sales V/s Transportation ratio &Sales v/s expenses ratio.
- To be provide guideline to market strength and if any problems. To prepare various all audit data and present to higher manager.
- Responsible for all MIS activities of the Company related to Primary, Secondary & Tertiary Sales and submitting various MIS reports to higher-ups and management as and when requires.
- To prepare Presentation of Annual Sales Conference meet on Monthly, Quarterly & yearly basic.
- To prepare various graphical presentation on sales trend & Sales Contribution i.e., product wise, Product Category wise, Manager wise, Zone wise, State wise, etc. on Requirement.
- To carry out all the field sales administration activities related to filed, coordination with field staff of North with Regard to their attendance, field activities, finalization and disbursement of salary & Expenses etc., etc.
- To Prepare Target vs. Incentive letter and send to same to concerned field staff thru' mail every month. In addition, prepare Incentive sheet of field staff every month and distributors of the same to eligible field staff after approval.
- To monitor & checking of various schemes & claims and finalization of the same in coordination with concern dept. & reporting official.
- To prepare various report for Cycle meet / Managers' meet etc. and timely feedback / response to field staff on their queries.
- Various other jobs related to Dept. on direction from reporting official.

Key Account Management/Client Servicing

- Devising high-impact sales and marketing strategies and providing satisfactory services which results in enhanced sales by existing customers and expand new client-base for the organization.
- Exceed customer expectations in service and sales enquiries, providing world class service by using the Business review process, and knowledge of products to match the right product as per customer's need.
- Evolving market segmentation & penetration strategies to achieve targets.
- Identifying prospective corporate clients; generate business from the existing and achieve business targets.
- Initiating and developing relationships with key decision makers in target organizations for business development.

Team Management

- Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Overseeing the entire daily operations like managing reports, forwarding reports to head office, discussing current work issues & devising solutions for enhanced operations.
- Maintaining coordination between management/staff for smooth operations.
- Organizing & training/motivating subordinates.

CAREER OUTLINE

PANJION LIMITED

FMCG & Pharma Manufacturing Company

Senior National Sales Manager – MT & GT (July 2023- To till date) **{1 Year & 3 Month}**

Handles during this period: - D-mart, Reliance, Metro (Cash & Carry), Wall-Mart, Big Bazaar, Swiggy Insta-mart, More Retails, Lulu Mall, Lots Wholesale, 24Seven Store, Nature Basket, Zepto Now and as well as A class counters in across the India.

AAKASH GLOBAL FOODS PVT LTD
The Group of Haldiram Snacks Pvt Ltd., Noida
FMCG Manufacturing Company
Area Sales Manager & Sales -MIS (Aug 2015 – June-2023) **{7 Year & 11 Month}**

Handles during this period: - MIS, Data Analytics, Data science, Claim Processing, Sales Coordination (Pan India).
Key Accomplishments: - Sales Team Coordination, Sales Strategy, Sales –MIS, Sales-Auditing, Sales v/s Expenses Ration, Introducing the brand and new product to Pan India market, Building sales team, & NPD (New Product Development).

SYNCOM HEALTHCARE LIMITED
Pharmaceutical Manufacturing Company
Officer-Sales & Admin. (Nov-2011 – July-2015) **{3 Year & 7 Month}**

- **Key Accomplishments:** - Pan India sales coordination, sales & Staff -Tracking, Sales-Statistical, day to day touch with sales staff & Distributors as well as super stockiest, maintain day to day DSR of all the field staff across the country, prepare target v/s sales achievement report of all field staff, prepare various graphical presentation on sales trend i.e., Product-wise, Manager-wise, Zone-wise etc. on requirement. To provide Product wise, State wise, Zone wise etc. Sales contribution every month. To prepare Master Stock & Sales Statement of all Distributors and reconciliation of stock position. To provide BDE wise Secondary Sales data to HOD by every month for further issuance of letter to concerned field personnel on their performance. To prepare Target sheet and send the same to concerned field staff thru' mail every month. To prepare Incentive sheet of field staff every month and disbursement of the same to eligible field staff after approval. Check the expenses of across the country field staff and conduct the Training for the sales growth. Creating appropriate work environ – to sustain and encourage healthy team performance.

PROFESSIONAL QUALIFICATIONS

- ⇒ MBA (Marketing) with DAVV University.
- ⇒ M.com (Marketing) [2022] with aggregate of 75% from DAVV, Indore.
- ⇒ B. Com (Taxation) [2015] with aggregate of 52% from DAVV, Indore.
- ⇒ Higher Secondary [2011] with aggregate of 51% from MP Board, Bhopal.
- ⇒ High School [2009] with aggregate of 50% from MP Board, Bhopal.

PERSONAL PARTICULARS

- ⇒ Father Name: Shri Radheshyam Badoliya
- ⇒ Date of Birth: 01st April 1990 **{34 Year & 6 Month}**
- ⇒ Languages Known: English & Hindi

COMPUTER SKILLS

- ⇒ Sound knowledge in Windows based applications - MS Office, MS Excel & PowerPoint.
- ⇒ Sound Work Experience in Complete Internet and Network Environment.
- ⇒ Sound Work Experience in Tally Prime.
- ⇒ Certification in Office Automation with aggregate of B+ (60% - 75%) from Nav Sarvoday Computer Saksharta Abhiyan. (Registered Govt. of India NCT. New Delhi. S.59989)
- ⇒ Certification in Tally with Aggregate of 71% from NICVT - Nalanda Institute for Computer and Vocational Training, Indore.

PERSONAL STRENGTH

- ⇒ Responsible, Quick learner, good understanding, friendly, creative, dedicated, assigned working and always willing to accept additional responsibilities.

DECLARATION

- ⇒ I hereby declare that all information provided by me is true up to my knowledge.

(MITHUN BADOLIYA)