

DILSHAD ALI

Senior Manager

Infrastructure Development | Sales & Marketing | Distribution Management | ROI Management | Product Launch
Proven record of achievement in conceiving & implementing ideas to driven revenue

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Profile Summary

With over 17 years of experience in the **FMCG, Telecom, Beverage**, I have held various leadership roles and successfully managed teams across multiple geographies. My expertise lies in sales management, channel development, team leadership, and business expansion. I have consistently delivered strong results, exceeding sales targets and driving revenue growth. I have also played a key role in the successful launch and execution of new projects and product lines. Known for my ability to build and maintain strong relationships with clients and stakeholders, I have a track record of driving customer engagement and satisfaction. With a strong focus on achieving business objectives, I am now seeking new opportunities in the agriculture sector to leverage my skills and contribute to the growth of an organization.

Education

Post Graduate: - Executive MBA- Marketing 2016

National Institute of Business Management-NIBM

Graduation: - B.Sc. (Chemistry Hons.) 2006

Tilka Manjhi Bhagalpur University

IT Skills / Certification Courses

Indian Institute of Management (IIM)-Rohtak

Advance Strategic Management Applied Digital
Transformation & Analytics Program

A+ in IIT Certification Courses –Engineering & Technology –TMPR (Telephone & Mobile Set Repairing)

From West Bengal State Council of Technical and
Vocation Education and Skill Development 2017

Well versed with MS-Office (Word, PowerPoint, Excel (Advanced
Excel – V Lookup, Pivot Table, etc.) & Internet Applications.

PERSONAL DETAILS

Year of Birth: 1985 (39Yr)

Languages: English, Hindi & Bengali

Address: Kolkata – 700028

Marital Status Married

Area of Excellence

Sales & Marketing

Market & Competitive Analysis

ROI Management

GTM Strategy Formulation

Distributor & Infra Development & Management

Business Planning & Development

Coaching Training and Mentoring People

Planning & Forecasting

Trade Marketing Initiatives



CAREER TIMELINE



WORK EXPERIENCE

Varun Beverage Pvt Ltd (Pepsi) (May'24 to till Date)



Industry: - Beverage (FMCG)
 Role Handled: - **Sr. Area Sales Manager (Grade M4)**
 Geography Handled: - Kolkata Metro
 Team Size: - 100
 Team Handled: - **On Roll** Customer Executive-15
OFF Role Employees- 85
 Channel Handled: - Retail -B2C
 Product Handled: - **Pepsi / 7UP/ Mountain DEW/Nimooz/Slice/Gatorade**
 Volume Handled: - **168 Cr/Annual (14 Cr/Month)**

NINJACART-63 IDEA INFOLAB PVT LTD (Dec'21-Jan'24)



Industry: - Agriculture Reseller Commerce Platform
 Role Handled: - **Zonal Head-Demand**
 Geography Handled: - West Bengal /Bihar & Jharkhand
 Team Size: - 40+
 Team Handled: - **On Roll** Cluster Head -7
OFF Role Employees- 17
 Channel Handled: - B2B /B2C
 Product Handled: - **NON PERISHABLE & FRUITS**
 Volume Handled: - **115 Cr/Annual (8.5 Cr+/Month)**

GHARI DETERGENT-RSPL Group-HCD Div (Sep'20-Dec'21)



Industry: - Fast Moving Consumer Goods (FMCG)
 Role Handled: - **Zonal Sales Manager (Acting) / Area Sales Mgr**
 Geography Handled: - **10 States of East** West Bengal /Sikkim/Orissa/
 NESA (Assam/Arunachal Pradesh/Nagaland/Meghalaya/Mizoram/Manipur/Tripura)
 Team Size: - 122+
 Team Handled: - **On Roll** Area Sales Manager -5 Sales Officer- 32
OFF Role Employees- 85
 Channel Handled: - General Trade & B2B Super Stockiest Channel (Grocery/Chemist/Pan Shop/Stand Alone Outlet)
 Product Handled: - **FMCG-NON FOOD**
 Dish Wash Bar(**XPERT**) / Sanitary Pad(**PROEASE**) / Detergent Washing Powder(**Uniwash**)/
 Baby Diaper (**Lovingle**)
 Volume Handled: - **51Cr/Annual**

Dlight Energy Pvt Ltd- (Jan'18-Jan'19)

Industry: - FMCD (Fast Moving Consumer Durable)
 Role Handled: - **Area Sales Manager (ASM)-Kolkata**
 Geography Handled: - West Bengal State
 Team Size: - 10 Sales Officer

MOBILITY LEAD-Area Sales Manager (Sep'15 to Jan'18)



Reliance Jio Info Comm Pvt Ltd

Industry: - Telecom & Fast-Moving Consumer Durable (FMCD)

Role Handled: - Deputy Manager

Team Size: - 40+ (Leads-5/DSE-35)

Team Handled: - **On Roll** Employees Leads/Manager- 5
OFF Role Employees- 35

Channel Handled: - **General Trade**

Geography Handled: - South Bengal – **Launched Suri Jio Center Operation from Scratch**

Product Handled: - Prepaid SIM / Recharges / LYF Mobile Handset / FTTx (Broadband) / After Sale Services

Volume Handled: - 48Cr/Annual

Assistant Manager-Sales

Bhagalpur (Bihar)



Idea Cellular Pvt Ltd

Sep'12 to Sep'15

Industry: - Telecom

Role Handled: - **Assistant Manager-Sales**

Channel Handled: - **General Trade – Prepaid Business**

Geography Handled: - Bhagalpur (Bihar)

Product Handled: - Telecom (Pre-paid SIM, Recharges, MNP)

Volume Handled: - 5Cr/Annual

DRO/ Sales Officer

Patna (HQ)



Heinz India Pvt Ltd

Mar'07 – Sep'12

Industry: - **Fast Moving Consumer Goods** (FMCG)

Role Handled: - Sales Officer / SO (Medical Wing) DRO

Channel Handled: - **General Trade / Modern Trade/**

Geography Handled: - Patna (Bihar) /Ranchi(Jharkhand)

Product Handled: - FMCG(**Food**)- Glucon-D, Complian & Samprati Ghee
FMCG (**Non Food**) – Nycil Powder

Volume Handled: - Avg 3.8Cr/Annual



Date: -

Place: -

- DILSHAD ALI