

Achievement-driven professional offering over 6 years of experience that reflects pioneering experience and success in achieving business growth objectives by investigating new opportunities and maximizing competitive strength for long-term success; targeting assignments Channel Management, Product Management with an organization of repute

Ranjeet Yadav

+91- 9011779206
ranjeetyadav9027@gmail.com
<https://www.linkedin.com/in/ranjeet-yadav-26357699>

Core Competencies

- Channel Management
- Business Development
- Strategy Planning & Execution
- Distributors Management
- Market & Competitors Analysis
- Channel Profitability & Revenue Growth
- Product Portfolio Management
- Team Building & Leadership

IT SKILLS

- MS Office (Excel, PowerPoint and Word)


Major Accomplishments

- Havells Ltd.**
- Managed 1200 Outlets in Goa Territory for Electricals also with a team of 12 sales officers and 10 Distributors and 1 Super Stockiest
- ITC Ltd.**
- Led strategic initiatives to increase customer base and their profiling by S&D mapping
 - Working towards improving Goa Market penetration, extending market coverage and ensuring

Profile Summary

- Presently associated with Havell's India Ltd. as Deputy Manager
- Highly versatile, focused sales professional with impressive success in managing annual revenue target to the tune of 4.2 crores per annum
- Skilled in consistently meeting sales targets and increasing business turnover & market share, by implementing effective sales strategies & marketing programs.
- Established marketplace presence and consistently deepened & retained customer base across markets of Goa
- Ramped –up business by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- Expertise in formulating executable channel / distribution management plans and implementing the same in assigned territories; appointed several dealers/channel partners across the entire career
- Proficient in identifying & managing financially strong & reliable distributors/ channel partners for deeper market penetration for the company's products
- Key People Leader, who has successfully led and motivated teams towards growth; created a clear & compelling view of future through coaching and execution

Work Experience

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| Feb'22- Present | Deputy Manager <i>Havells India Ltd.</i> |  |
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Key Result Areas:

- Planning and implementing regional level sales strategies and branding & marketing campaigns to increase market penetration & drive revenue growth
- Leading new product launches and contributed in product lifecycle management
- Designing distribution strategy to achieve segment-wise targeted sales volumes, state & city-wise market shares, reach, and coverage objectives
- Proactively identifying changes in market demand and modified strategies for expansion of market share & achievement of primary & secondary targets
- Identifying & targeted new business opportunities and expanded the clientele base through sales promotional campaigns such as brochures, advertisement, POP material, customer meets & road shows and demo tools
- Coordinating the promotional activities for new releases & special products
- Optimizing channel functions & flows, direct & indirect channel partner's counter-wise targets, all-monthly channel partner's incentives & payouts; maintained price equalization across all dealer networks
- Ensuring optimum inventory levels with dealers to meet market requirements
- Managing the qualification process of new accounts through direct customer solicitation, involving qualification services, the identification of target opportunities, and the management of the process for qualifying opportunities
- Accessing new qualified accounts and assigned opportunities to sales team
- Prioritizing sales services and achieved new client acquisition goals
- Participating in proposal development to help close new business

desired freshness level for the Goa region with the business value of 15 crore/month

▶ Bagged National Award in TM&D OLYMPICS held on All India Highest Lakshya Score in Q3 with 97.36(2019)

▶ Awards & Recognitions

- COT Winner in All India Level in Q2 & Q3 for CG distribution
- Juice Sigma Winner in District
- Outstanding rating in FY 2019 Appraisals
- Good rating in last FY Appraisals

▶ Strengthened brand positioning and credibility by aligning promotional activities like Outlets self-visibility, Brand Promotion at clubs, Tie-up with Event Management Teams for brand promotion

Jun'16 – Jan'22

Area Executive II

ITC Ltd.



Growth Path:

Jun'16- May'17 Kolhapur ITC Ltd., Sales Officer

Jun'17- Jun'18 Raigad & Ratnagiri Districts ITC Ltd., Area Executive

Jul'18 -Sep'19 Sindhudurg & North Goa ITC Ltd. , Area Executive

Aug'19-Jan'22'-Goa Territory for ITC Ltd., Area Executive II

Key Result Areas:

- ▶ Managed 4 Distributors along with 50 salesmen and 8 supervisors
- ▶ Managing 3500 outlets in Goa including General Trade and HoReCa
- ▶ Devised various channel sales, marketing promotion & business development activities in liaison with the Marketing / Category Team
- ▶ Formulated & implemented market strategies and developing census, and market coverage plans
- ▶ Engaged in BTL activities
- ▶ Led new product launches and contributed in product lifecycle management
- ▶ Executed Sales & Business Development plans using customer, and market feedback by analyzing the client list for growth opportunities
- ▶ Enhanced channel sales across the Goa region while ensuring adherence to the budgetary & quality norms
- ▶ Ascertained new markets & business opportunities, tracking sales and forwarding reports to the sales office
- ▶ Developed relationships with channel partners & distributors to drive channel sales of products
- ▶ Identified new opportunities, building healthy relationships with key clients for continuous business
- ▶ Prepared brand awareness programs and managing brandings & promotional activities
- ▶ Implemented plans to achieve the primary & secondary sales across Goa territory
- ▶ Suggested innovative marketing activities to boost the sales of the company's products

Education

2016

MBA (Marketing & Finance)

Institute of Entrepreneurship & Development, Bharati Vidyapeeth Deemed University Pune

2013

B.Com.

Pandit Lalit Mohan Sharma Autonomous Post Graduate College, Rishikesh, H.N.B. Garhwal University

Personal Details

Date of Birth: 1st May 1992

Languages: English & Hindi

Postal Address: 745, Awas Vikas Colony, Rishikesh- 249201, Uttrakhand

Present Address: F-4, Venusta Residency, Behind Caranzalem Church, Panjim-403002, Goa