

ANJANI KUMAR

COMMERCIAL SALES, MARKETING & DISTRIBUTION/CRM/BUSINESS DEVELOPMENT/NEW BUSINESS SET UP
FMCG/BEVERAGES

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Resourceful and Experience Of 23 Years in, Soft Drinks & Juices Liquor & Wine Industries, Snacks, Edible Oil, Cigarette Industries, Cement Industry. Mostly Experience with Mixed Culture of Cosmopolitan cities FMCG Multinational & Domestic Company. Also have wise experience Channel Sales & Distribution & Innovative E-commerce Retail Professional, managing b2b, b2c, End to End Retail Customer Business. Have Wide Experience in **GT/MT/INSTITUTIONS**. Driven To Cut Company Costs & Boost Company Revenue through Innovative Management Techniques and with Result, self-motivated oriented team.

EXPERIENCE

15TH JUNE'2021 – PRESENT

COMMERCIAL SALES HEAD, SVPIO FOODS & BEVERAGES PVT LTD

Reporting to: Managing Director

Profile: Commercial Sales & Distribution head & Marketing – **Pan India**

Head Office & Garden - Darjeeling. Branch Office: Navi Mumbai. **Team Size: 35**

Industry: Tea, FMCG Non-Alcoholic Beverages – Fruit based soft drinks & Juice.

Distribution & Operation: CFA, Stockiest Model & Depot Operation, MT.

Area of operation: focused state Maharashtra, CG, MP, Orissa, Jharkhand.

Brand: New Launch & Distribution of Sizzling Tea in Pouch, Jar, & Loose tea.

OCTOBER'2020 – 10TH JUNE'2021

SALES HEAD, FUN FIZZ FOODS, BANGALURU, KARNATAKA

Reporting to: NSM

Profile: Sales head & Marketing – Western & Eastern Zone

Head Office & Plant Bangalore, Karnataka.

Branch Office: Navi Mumbai. **Team Size: 15**

Industry: FMCG Non-Alcoholic Beverages – Fruit based soft drinks & Juice.

Distribution & Operation: CFA, Stockiest Model & Depot Operation, MT.

Area of operation: focused state Maharashtra, CG, MP, Orissa, Jharkhand.

Brand: New Launch of MARITOS in Fizz Jeera, Santra, Apple, Mixed Fruit, Clear Lime. Lemon.

JULY'2017 – SEPTEMBER'2020

STATE HEAD, SG CORPORATES – MEGHA FRUIT PROCESSING PVT LTD, MANGLURU, KARNATAKA.

Reporting to: Managing Director / Nsm

Profile: Sales head & Commercial – Western & Eastern Zone

Head Office & Plant: Puttur – Mangalore, Karnataka. Branch Office: Navi Mumbai. **Team Size: 75**

Industry: FMCG Non-Alcoholic Beverages – Fruit based soft drinks & Juice.

Distribution & Operation: CFA, Stockiest Model & Depot Operation, MT.

Area of operation: focused state Maharashtra.

Brand: New launch of Bindu Jeera, Zivo Cola, Fruzon, Redistribution of Sipon Mango Juice.



MAY'2010 – JULY'2017

REGIONAL MANAGER, AJE INDIA PVT LTD – AJE GROUP, MUMBAI, MAHARASHTRA.

Reporting to: Regional Director Asia Pacific & Group Commercial Director, Thailand.

Profile: Sales head & Commercial – Pan India profile with multi task.

Head Office & Plant: Rashayani – Raigad **Team Size: 125**

Industry: Fmcg Non-Alcoholic Beverages – Carbonated Soft drinks & Juice.

Distribution & Operation: CFA, Stockiest Model & Depot Operation, MT.

Area of operation: MH, GUJ, M.P, CG, A.P, Kar, TN, Kerala Goa, Or, Jh, Bengal, Up, Delhi, Punjab & NE.

International Distribution - Sri Lanka, Nepal, Bhutan, Bangladesh.

Brand: New Launch of BIG COLA, Cielo, Volt, Oro.

AUGUST'2000 – APRIL'2010

AREA SALES MANAGER, UNITED SPIRITS LTD, UB GROUP, BANGLURU/MUMBAI, MAHARASHTRA.

Reporting to: Regional Manager & General Manager

Profile: Sales Development – Mumbai, Maharashtra & Daman

Regional Head Office: Mumbai, RPC- west. **Team Size: 10**

Industry: FMCG Alcoholic Beverages – whisky, Rum, Single malt, scotch.

Distribution & Operation: CFA, Stockiest Model & Retail sales penetration.

Area Of Operation: Mumbai, Maharashtra & Daman

Brand: McDowell's No 1, Signature, Royal Challenge, Black Dog, Dalmore, Jura.

JUNE'1998 – JULY'2000

SALES OFFICER, GODFREY PHILIPS INDIA LIMITED, MUMBAI, MAHARASHTRA.

Reporting to: ASM & RSM

Profile: Sales Development, Regional Head Office: Mumbai

Industry: Cigarette & Tobacco

Distribution & Operation: stockiest, whole sale & Retail Sale.

Area of operation: South Mumbai & Harbor Line

Brand: FOUR SQUARE, MARLBORO

JUNE'1994 – MARCH'1996

SALES OFFICER, AMBUJA CEMENTS LTD, RANCHI, JHARKHAND. (ON THIRD PARTY PAY ROLL)

Reporting to: Area Sales Manager

Profile: Retail and whole sales Development, Industry: Cement

Retail sales Development, vendor development, Training to contract labor, arranging workshop.

Brand: AMBUJA CEMENT

APRIL'1993 – MAY'1994

PILOT SALES REPRESENTATIVE, HCCB, RANCHI, JHARKHAND. (ON THIRD PARTY PAY ROLL)

Reporting to: Sales Officer / ASM/Depot Manager.

Profile: Retail Sales Development, Local office – Ranchi depot

Industry: Soft Drinks

Distribution & Operation: Retail development – Ready stock.

Area of operation: Hatia, Ranchi, Jharkhand.

Brand: COCA COLA, FANTA

MARCH'1991 – DECEMBER'1992

SALES REPRESENTATIVE, HUL, RANCHI, JHARKHAND. (ON THIRD PARTY PAY ROLL)

Reporting to: Sales Officer / ASM/ Depot Manager.

Profile: Retail Sales Development, Local office – Ranchi depot

Industry: FMCG Consumer Personal Care Product.

Distribution & Operation: Retail development – Ready stock.

Area of operation: Hatia, Ranchi, Jharkhand.

Brand: SURF, LUX, Etc.



KEY ACCOUNTABILITY

- Meeting sales targets & objectives for assigned region.
- Market share growth - strengthening & expanding distribution network.
- Identification & development of new markets in assigned region.
- Crafting & Implementation of initiatives and Sales & Marketing strategies and Retail strategy.
- Relationship building & Customer Satisfaction with key accounts/CSA/Retailers/Stockiest in assigned region.
- Implementation of a market intelligence/ information system
- Training, development & monitoring of sales & distribution personnel, in lie with SBU's strategies, plans & policies.
- Supply & Demand Resource, Planning, General Administrations, Market analysis & survey /MIS.
- Channel Sales operation through Cost Effective Distribution for retail operations.
- Formulating Promotional Tool for creation and stability of brand for smooth & consistent sales.
- Sales forecasting, Budgeting, and new launches, Dealer Mgt & Extensive Distribution of product.

TRAINING

- Year 2010 - 3months training for depot operation and commercial operation at Bangkok, Thailand-AJE group Peru/Spain.
- Year 2008- Program managerial effectiveness – Tata management Training center – Pune. USL, UB GROUP
- Year 2007- Effective selling skills – Indus management center Pvt ltd. USL, UB GROUP
- Year 2005- Awareness of role for effectiveness & knowing your organization for field personnel– Baramati, UB.
- Year 2004 - Selling skills–Team productivity consultants ltd. UB GROUP.
- Year 2003- Relationship management –Mercury Goldman India Pvt ltd. UB GROUP.

SKILLS

- Channel development & new Distribution set up Dealer mgt, Tm, Key account Management.
- Visionary Leadership, Strategic Thinking, Team-building and Interpersonal.
- Marshaling Resources, Developing Star Performers.
- Negotiation and Conflict Management, Budgeting, planning, Shaping the Work Environment.
- High Verbal & written, Process Orientation, Good Networking.

TECHNICAL SKILLS & TECHNO SAVY

- Net surfing, Email, SAP, MAGIC ERP, Field Assist.
- Visionary Leadership, Strategic Thinking, Team-building and Interpersonal skill.

COMPANY'S PROJECTS & ASSIGNMENTS.

- Introduce Milk man Route sales concept for placement of product and increasing horizontal Retail base – 2018-19.
- Introduce and new Launch of Bindu fizz jeera Zivo Cola, with new infrastructure of Distribution and sales team 2017-2018.
- Field assist app introduced & implemented in Maharashtra **2018-2019**.
- Colmena concept: Introducing new concept of distribution Model for penetrating **BIG COLA** at retail shelf **12-15**.
- Magic a customized application set up for Aje India Pvt Ltd - **BIG cola 2012 - 2015**
- Light house creating buzz about brand at market place with consumer promotion trade promotion 2003 – 2005 UB

AWARD & APPRICATION

- Awarded by “BROTHER HOOD” Title for best employee, Team player and recognized best team Leader for the Aje group year 2013-2014.
- Leadership & Team work for Launching Big cola in Mumbai- MH other States of India – AJE group **2012- 2013**
- Recognized as the Best Sales Performer at USL **2007-2008**.
- Recognized as the Best Sales Performer for Q1 and Q4 at McDowell's & Co Ltd. **2002-2003**.



ACHIEVEMENTS

SG CORPORATES (MEGHA FRUIT PROCESSING PVT LTD)

Successfully launched Bindu JEERA flavor in pet bottle, fruit based soft drinks in various flavors and Sip on Juice in "TCA & Tetra" pack of Mango, Litchi, pomegranate, mint, and kokum. Company business accelerated from Average of 50 lakhs monthly to Average of 2.75 cr Month by month. 2017 – 2020.

AJE INDIA

- Gained approx. 3-5 % market share for AJE INDIA brands Compare to Strong competitor in Mumbai metro & suburb, Goa, Gujarat, Rest of Maharashtra, Karnataka, and Odisha and other states of India.
- Established successful strong distribution network for the AJE INDIA in Mumbai, Gujarat (saurashtra) Goa, MH, Karnataka, Orissa, A.P.
- Established successful in B2B, modern trade & Horace business for the AJE INDIA like D'Mart, Big Bazar, and Reliance fresh, Aditya Birla, Booker, Star Bazar and Metro Cash n carry in Mumbai, Gujarat, Goa, MH, Kar, Orissa, and A.p
- Started the business with Rs.1 cr. collection and sale in volume 10,000 cases and now after completing 70 months collection increased by 13,80,000 cases and in monetary value: Rs,1,311,000,000/- (approx.) (\$21,145,161 approx.) Per annum.
- Successfully placed 3Ltr, 1.5 ltr and 1 ltr, 600 ml, 400 ml, 300ml of **Big Cola** & Oro, orange, lime in channel Modern trade, Horace & General Trade.
- Launching plan for new sku like 200 ml which are in process.

UNITED SPIRITS LTD

- Gained 19 % market share for USL brands in two consecutive years 07-08 and 6% growth in compare to 06-07 with regard to Strong competitor like Seagram's Royal stag in Mumbai metro & suburb.
- Gained cumulative 21 % of market share and 11% growth for premium segment like signature, antiquity rare and blue, royal challenge premium brand in the year 07-08.
- Gained 32% market share and 115 % growth for scotch segment like Whyte & MacKay Black dog 12 Years in the year of 07- 08 with regard to Black Label Johnny walker.
- Gained 23 % market share and 15 % growth in single malt Scotch whisky, Jura & Dalmore – 08-09.
- Recognized as the Best Sales Performer in Q1 and Q4 at Mc Dowell's & Co Ltd., Mumbai. Achieved the highest sales volume in overall brands and highest percentage achievement in Mc Dowell's No.1 whisky.

EDUCATION

MAY'1998

PGDM/MBA, ASSAM INSTITUTE OF MANAGEMENT – AIIMA, GUWAHATI, ASSAM.

Specialization: Sales & Marketing 2 Years Full Time Residential Course.

Academic Project: 1) A study of the product & customer profile of retail points in Guwahati and Understanding Customer's Decision Process in selecting retail point for purchase.

2) Area profiling of Guwahati to find out prospective areas for opening Retail point. – **Titan Industries Ltd** –Guwahati customer satisfaction – **Down Hospital Ltd – Guwahati.**

MAY' 1994

GRADUATION, RANCHI UNIVERSITY, RANCHI, JHARKHAND.

Stream - Humanities - Subject – Economics & Geography.

EXTRA COURSES

Online Course Enrollment for Data Scientist Course.

Online in house Courses Done – Executive Course – Commercial Sales & Distribution, Entrepreneurship. – AJE Universidad, Lima, Peru.



MULTI TASKING JOB DONE

- Logistic Control, Procurement & Purchase
- HR support – Recruitment, Training, Salary negotiation &, General Hr. Policy.

SOCIAL NETWORK & ACTIVITIES

- Business what's app, Face book, Handling Twitter, LinkedIn.
- Participating as Beverages Expert with Vedak (platform to connect to an exclusive pool of business consultant)
- Active Participant of Infoline Global Expert.
- Voluntary attached with NAP- (NGO working for Noble virus Covid-19 & Cancer Patients).

SPORTS ACTIVITY

- Participated In various Cricket Tournaments Like, CK Naidu, Capt.Mustaq Ali Junior Cricket Tournament,
- Under 16, Under 19 For District. Cooch Bihar KVS national Cricket Tournaments Indore, Vizag.
- Represented University tournaments. Corporate tournaments – UB group year 2003.

LANGUAGES

- English & Hindi Understanding of Other Local Languages: Marathi, Guajarati.

GEOGRAPHICAL KNOWLEDGE

- Western Zone, Eastern Zone, Central Zone
- Preferred Zone – Eastern Zone

GOVERNMENT AUTHORIZED DOCUMENTS

- Aadhar card Pan card Election Card Driving License Passport

PERSONAL INFORMATION

- Parent's Residential Support: Ranchi (Jharkhand) & Indore (M.P), Navi Mumbai – MH
- FAMILY DETAILS: Wife, 2 Kids, Sister's 2 Kids.

SALARY DETAILS

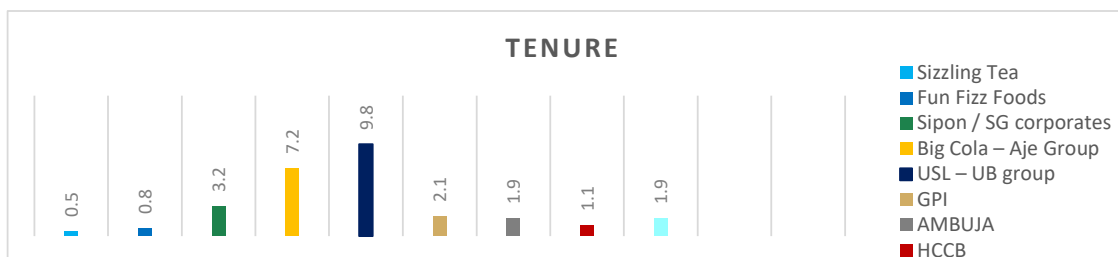
- Current Salary – 16 Lakh / Annum + Variable
- Expected Salary - 20 lakh/annum + Variables
- Negotiable

POST COVID WORKING CULTURE ADOPTION

- **Hybrid Model on Site Model Remote Model Virtual Model**

COVID VACCINATION – 2 Dose Completed

NAUKRI PROFILE - Anjani Fmcg Food and Beverages



THANK YOU
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