

# Sachin Rane

Mob - 7738370786 / 7020742194

E-mail: sachinrane1479@gmail.com

## PROFESSIONAL EXPERIENCE:

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| <p>Aug'21 to Till Date</p> <p><b>Zonal Sales Manager</b><br/>Girnar Ayurvedic Pharmacy Pvt Ltd</p> <p>HQ:- Nagpur (MH)</p>                           | <ul style="list-style-type: none"><li>➤ To plan market strategies &amp; execute in assigned area for better result.</li><li>➤ Ensuring achievement of Delivery and Sales targets.</li><li>➤ Make sure to achieve Distribution parameters as per given time line.</li><li>➤ Training program for team in various areas Sales, Systems, &amp; Claims process.</li></ul>  |
| <p>Sep '18 Till Aug'21</p> <p><b>Entrepreneur (Self Employed)</b></p> <p>M R Fisheries</p> <p>HQ:- Bordharan Dam (Wardha)</p>                        | <ul style="list-style-type: none"><li>➤ M R Fisheries started in Sep-18, 1st batch of seed entered in Cages on 15th April-19</li><li>➤ We are in fish farming business, working under Fish Cage Culture (Advanced Fish Farming Technology)</li><li>➤ We use to produce Pangus (Basa) &amp; Tilapiya high protein fish for over costumer.</li><li>➤</li></ul>   |
| <p>Mar'17 to Till Sep '18</p> <p><b>Area Sales Manager</b></p> <p>Bajaj Corp Ltd</p> <p>HQ:- Nagpur (MH)</p>   | <ul style="list-style-type: none"><li>➤ Ensuring Achievement of Delivery and Sales targets.</li><li>➤ Make sure to achieve Distribution parameters as per given time line.</li><li>➤ Infra planning &amp; execution.</li><li>➤ Working on Sales Force Automation.</li></ul>  |
| <p>Feb '16 to Till Mar '17</p> <p><b>Regional Sales Manager</b></p> <p>Ratnasagar Herbal Pvt Ltd</p> <p>HQ:- Ahmedabad (Gujarat)</p>                 | <ul style="list-style-type: none"><li>➤ Ensuring Achievement of Delivery and Sales targets.</li><li>➤ Rebuild Infra For Gujarat In 6 Month's</li><li>➤ Training program for team in various areas Systems, Claims &amp; Sales process.</li><li>➤ Infra planning &amp; execution.</li><li>➤ How to make strong relation with Retailer &amp; WS.</li></ul>   |
| <p>Feb '13 to Till Feb '16</p> <p><b>Area Sales Head</b></p> <p>Unicharm India Pvt Ltd</p> <p>HQ:- Nagpur (MH)</p>                                   | <ul style="list-style-type: none"><li>➤ Ensuring achievement of Delivery and Sales targets.</li><li>➤ Training program for team in various areas Systems, Claims &amp; Sales process.</li><li>➤ Build Infra For Vidharbha/Marathwada/Khandesh &amp; Nashik</li><li>➤ Done Ever Highest Activity In West Region to have strong relation with O/L.</li><li>➤ Win visibility awards west region</li></ul>   |
| <p>Apr '10 to Feb '13</p> <p><b>Area Sales Manager</b></p> <p>Cavin Kare Pvt Ltd</p> <p>Handled :- PC/Food/Coty Division</p> <p>HQ:- Nagpur (MH)</p> | <ul style="list-style-type: none"><li>➤ Ensuring achievement of Delivery and Sales targets for all division.</li><li>➤ Training program for team in various areas Systems, Claims &amp; Sales process.</li><li>➤ Infra planning &amp; execution.</li><li>➤ Team motivation and building exercise.</li><li>➤ Plan building blocks for assign area for achieve year targeted delivery &amp; sales no's.</li><li>➤ Plan &amp; Execution MDCP activity for selected WS for micro outlet.</li></ul> |

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| <p>May '07 to Apr '10</p> <p><b>Senior Sales Development Officer</b></p> <p>Cavin Kare Pvt Ltd</p> <p>Hair Care Division</p> <p>HQ: Chennai (Tamilnadu)<br/>(Trade Marketing Department)</p> | <ul style="list-style-type: none"> <li>➤ Ensuring achievement of Delivery and Sales targets for Hair care category</li> <li>➤ Development of BTL and other trade activities to be implemented for Hair Care portfolio of CKPL</li> <li>➤ Monitoring the effectiveness of such activities run during the current year and analysis of past activities.</li> <li>➤ Ensuring TPR (Temporary Price Reduction) &amp; TP (Trade Promotion) budget spends are within the planned budget.</li> <li>➤ Analysis of Hair Care category data from the market.</li> <li>➤ Tracking the launch of new Products in the portfolio.</li> <li>➤ Tracking Availability figures from the field force and competitor brands.</li> </ul> <p><b>On Job Achievements</b></p> <ul style="list-style-type: none"> <li>➤ Effectively implemented CHIK Scratch and Win contest for the trade in JC4-5 of FY 2007-08. Achieved 102% of the planned volume under the scheme.</li> <li>➤ Implemented differential Schemes for Brands INDICA and FAIREVER to improve the distribution width in the market.</li> <li>➤ Designed Dispensers for NYLE bottles and SPINZ Deodorants to promote visibility in the market.</li> </ul> |
| <p>Dec '05 to Apr '07</p> <p><b>Senior Sales Officer</b></p> <p>Cavin Kare Pvt Ltd</p> <p>Handled :- PC &amp; Food</p> <p>HQ: Baroda (Gujarat)</p>   | <ul style="list-style-type: none"> <li>➤ Handled Baroda HQ of South Gujarat with a team of 2 ISRs, 9 RSSMs and 2 RSPs to manage 37 RS and Sub Stockiest with 1 Super Stockiest.</li> <li>➤ Promoted as Senior Sales Officer for performance in 2005-06</li> <li>➤ Won award for Best Distribution and Best Visibility for Year 2006-07</li> <li>➤ Implemented replenishment system in assigned area.</li> <li>➤ Increases Retail contribution with the support of Stock Weight / Man Days / Productivity &amp; ECO.</li> <li>➤ Successful Launch Food Division In assigned area.</li> </ul>   |
| <p>Aug '01 to Nov '05</p> <p><b>Sales Officer</b></p> <p>Cavin Kare Pvt Ltd</p> <p>HQ: Jhansi (UP)</p>   | <ul style="list-style-type: none"> <li>➤ Worked at Jhansi HQ Part of Central UP, With a team of 5 RSSMs, 3 RSPs to manage 70 RS and Sub Stockiest with 3 Super Stockiest.</li> <li>➤ Monthly Average Grown Up From Rs 2.50Lac to Rs. 10Lac</li> <li>➤ Won All India TSO Spinz Contest in 2003-04. Delivered 317% growth in the Territory for the brand.</li> <li>➤ Won All India TSO Black Belt Contest in INDICA in 2005-06. Achieved 217% growth in the area for the brand</li> <li>➤ Accomplished growth rate of 37% in Central Uttar Pradesh in 2004-05.</li> <li>➤ Distinction of crossing Rs. 1 crore at Bundelkhand in 2004-2005.</li> <li>➤ Successfully started Super Stockiest operations in the area thereby extending the coverage to interior, rural areas in a cost effective manner.</li> </ul>  |

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| <p>July '98 to Aug '01</p> <p><b>Pilot Sales Representative</b></p> <p>Gillette India Ltd</p> <p>HQ :- Khandwa / Gwalior (MP)</p> | <ul style="list-style-type: none"> <li>➤ To achieve SEC &amp; PRI no's month on month basis.</li> <li>➤ Guide Blitzer / Sales Man to achieve distribution target.</li> <li>➤ Implementation of Visibility Toll's In Retail Outlet</li> <li>➤ Timely Distributers Claim Submission</li> </ul> |
| <p>Jan '97 to July '98</p> <p><b>Rural Sales Promoter</b></p> <p>Hindustan Lever Ltd</p> <p>HQ :- Khandwa (MP)</p>                | <ul style="list-style-type: none"> <li>➤ To achieve SEC &amp; PRI no's JC's basis.</li> <li>➤ New product launch's</li> <li>➤ RS Claims should submit during JC meeting</li> <li>➤ Control sheet by RS have to submit to TSO during JC Meeting</li> </ul>                                    |

**EDUCATIONAL PROFILE**

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|------------------|-------------------|---|------|
| B.Com            | Indore University | Devi Ahilya Vishva Vidhyalaya, Indore   | 1997 |
| 12 <sup>th</sup> | Bhopal Board      | Paliwal Higher Secondary School, Indore | 1994 |
| 10 <sup>th</sup> | Bhopal Board      | Paliwal Higher Secondary School, Indore | 1992 |

**PERSONAL PROFILE:**

Date of Birth : 09 September, 1976

Gender : Male

Marital Status : Married

Current Address: Plot No – 2, Flat No – 403, Radhakrishna Appartment  
RPTS Road, Surendra Nagar, Nagpur- 440015

Thanks & Regards

**Sachin Rane**