

Amit Kedar

+91-7738074044 • amitkedarbms@gmail.com

Professional Summary

Sales Executive with 6+ Years of Professional Experience with organisations like Nestle, TATA Consumer Products, Heinz and Udaan.

Proficient in Market Analysis and Retail Sales.

Worked on Business Development and Distribution Channel Management.

Commitment to Excellence, Strong work ethic Persistent in the face of challenges and able to learn quickly in a fast-paced environment.

Education

Program	Year	Class	Institution
PGDM (Marketing)	(2013-2015)	First Class	IIEBM - Indus Business School
BMS (Marketing)	(2009-2012)	First Class	Pillai Institute of Management Studies and Research

Licenses and Certifications

- Introduction to Data Analysis Using Excel: Coursera - Rice University
- Channel Management and Retailing: Coursera - IE Business School

Professional Experience

Overall Experience : 6+ Years

**TATA Consumer Products (May 2021 to Present): Territory Sales Executive
Mumbai Central Area**

- Responsible for General Trade sales channel targets planning and growth in line with the company vision
- Negotiation and Execution of terms of trade with wholesalers and distributors.
- Achieving monthly/quarterly targets for General trade channel.
- Handling sales promotional activities for new products while ensuring their availability, timely distribution, and market development. Devising and implementing pre and post-marketing activities for the successful launching of new products
- Training and managing the sales team of about 40 people

**Lil'Goodness (Jan 2021 to May 2021): Area Sales Manager
Pune, Pimpri Chinchwad**

- Set up a target for the Distributors, salesmen PSRs
- Organize Implement the strategies devised to increase the revenues
- Primary/ secondary through various schemes
- Horizontal vertical expansion, by adding new outlets and Sku wise selling
- New product launches along with team. Constantly analyze the market, the consumption capacity of the consumers
- Surveying the market in order to understand a competitor's activity
- Customer service/ Complaints handling

**Udaan India (July 2020 to Jan 2021): Area Lead
Mumbai Central - Mulund to Dadar**

- Responsible to drive Top line and Bottom line in alignment with the company strategy and for respective category
- Target planning for the city team and regular training through Market visits
- Be the single Point of Contact for Market/Customer feedback by understanding buyers' insight, seasonality changes, brand and competition strategies
- Assess business performance by maintaining tracker to analyse GMV, sales achievement for events, promotions and product launches
- Coordinate with supply chain to ensure high customer experience and satisfaction
- Drive category growth through innovation and new initiatives

**Nestle (January 2016 to February 2020): Sales Executive
Panvel, Dombivali, Raigad**

- Handling General Trade Taking care of the sales marketing operations with a focus on achieving sales growth.
- Negotiation and Execution of terms of trade with customers.
- Analyzing monthly/quarterly and yearly targets for General trade.
- Work on category initiatives in areas of Merchandising, Display, Branding, and Fixture at key stores.
- Managing stock movement for warehouses as per business plan and targets.
- Identifying prospective clients, generating business from new accounts and developing them to achieve consistent profitability. Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery quality norms.
- Managing Internal Team for ensuring networks is on time for promotions,stocks, events, etc.
- Incorporating bonded teamwork and managing a healthy environment.

**Heinz India(November 2014 to December 2015): Sales officer
Central Mumbai**

- Worked in the Sales Division of Heinz India, Developed Channel Partners like Retail, Wholesale, Self-Services in the Territory.
- Responsible for maintaining good relationships with key outlets.
- Performed Market Analysis to increase goods consumption and growth.
- Overseeing the sales marketing operations for promoting FMCG/Consumer Products and accountable for achieving business goals.
- Managing adequate inventory at the stockist level to provide complete product support to channel partners and customers.
- Manage distribution in the given territory for the easy availability of products to customer and thereby the profitability of the organization

Key Skills

- Fast-Moving Consumer Goods (FMCG)
- General Trade
- Distribution Management
- Channel Partners Management
- Competitive Analysis
- Sales Operations
- Business Analysis
- Retail Sales
- Merchandising

- Sales and Marketing
- Microsoft Excel