

# PRABHAKAR SHANBHAG



## Regional Sales Manager-West

+91 9594064131

**prabhakar.shanbhag2010@gmail.com**

**B - 203, ACHAL C.H.S., Prem Nagar Complex, Mira Road, Thane - 401107 Mumbai, Maharashtra, India**

---

### PROFILE SUMMARY

- ♦ **18 years' experience in FMCG Channel Sales-West**
- ♦ **Proven experience with FMCG startup organizations**

**Established new products in market through building distribution infrastructure**

**Strategic Responsibility, Day to day operation management, key accounts, Achieving sales growth target, Budget, People management, customer relationship, MIS, Reporting, Priority related assignments**

**Regular market visits with field sales team, setting right example, implementing policy, Competitive market information and understanding market trends, Finding distribution Gaps and new product opportunity**

### WORK HISTORY

#### Lactalis Group India

**Regional Sales Manager-West, Mar 2019-Mar 2021**

- ♦ **Achieved market share in most competitive markets like Mumbai-West region Complete business**
- ♦ **Turnaround.**  
**New international brand product launched and established with repeat order,**
- ♦ **targeted business volume.**  
**Remarkable volume gained month over month with distribution expansion, across the region with strengthening sales team.**

#### Mother Dairy Fruit & Vegetable

**Zonal Sales Manager, Nov 2005 - Mar 2019**

- FMCG Dairy products, Mother Dairy Ice cream**
- ♦ **Dhara, Safal- Frozen Vegetables & RTE**  
**Established Sales & distribution network in the west region and restarted closed plants.**

#### Nutrine Confectionery Co. Ltd

**Area Sales Manager, Jan 2003 - Nov 2006**

- ♦ **Confectionery products**  
**Delivered planned business volume with team of sales in Maharashtra and Gujarat region.**

#### Morepen Laboratories Ltd

**Senior Executive, Sep 2001 - Dec 2002**

- Dr. Morepen- New launch of OTC products**
- ♦ **with Burnol and Lamolate.**  
**Generated business volume through establishing CFAs and Distributors network.**

#### PepsiCo India Marketing Co.

**Senior Sales Executive, Dec 1995 - Sep 2001**

**Launched- Beverages Pepsi, Mirinda, 7UP, Slice, Aquafina-establishing distribution**

## ACHIEVEMENTS

- ♦ Restarted operations of the closed Bhuj-Kutch plant by delivering the required consistent business volume (2005-2010)
- ♦ Highest Volume Achievement Reward & Recognition National Level Mother Dairy (2014)  
Volume Achievements from very scratch to 50 crores + pa  
Sales team handled from 2 to 23+

## SKILLS

- ♦ Achieved and surpluses volume Sales and distribution objectives
- ♦ Market strategic visits- to add and cater to new retailers, Supermarkets, Institutions, and finding Gaps and appointment of new distributors for incremental volume sales.
- ♦ Maintain financial hygiene investment and ensure adequate
- ♦ Distribution infrastructure development
- ♦ Ensure cooling chain maintained for highly perishable products across the market.
- ♦ Ensure All territory performances, get incentives, and their appraisal.
- ♦ Coordination with plant, Billing, Logistics, Accounts/ Finance, HR
- ♦ Handling and managing complaints
- ♦ Product promotions, branding
- ♦ Commissioning exclusive retail
- ♦ and distribution center  
Setting right example at marketplace

## Blow Plast Ltd

Sales Officer, Mar 1993 - Nov 1995

- ♦ Delivered business volume by expanding exclusive distribution outlets

## Brooke Bond India Ltd

Sales Officer, May 1992 - Mar 1993

- ♦ Strengthened distribution and retail network, wholesales for Tea and Coffee
- ♦ Delivered volume sales in Urban and Rural

## Killick Nixon Ltd.

TASO/Junior Sales Executive, June 1991 - May 1992

- ♦ Business generated through CFAs, Dealers by visiting Architects/Engineers & contractors for paints and allied products

## EDUCATION SUMMARY

R.P. Institute of communication and management (Bhartiya Vidya Bhavans)

Post-Graduation Diploma | Jun 1994

## R. A. Bhavans College of Science

Bachelor of Science | Jun 1991

## PERSONAL DETAILS

- ♦ DOB: Dec 20, 1967,

♦

- ♦ Marital Status - Married

Hobbies – Listening old songs

## GEOGRAPHICAL EXPOSURE

- ♦ Mumbai

♦

- ♦ Maharashtra

Gujarat

## LANGUAGE FLUENCY

- ♦ English

- ♦ Hindi

- ♦ Gujrati

♦