

SUMAN SAURAV

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Seeking assignments in Sales & Marketing / Business Development with an organization of repute

Preferred Sector: FMCG

Profile Summary

A competent professional with **over 12 years** of experience in;

-Sales & Marketing Management

-Business Development

-Operations

-Training and Development

-Brand Building

-Team Management

-Channel Sales

-Sales Promotion

- Brand Building

- **Presently associated with Aqualite Industries Pvt. Ltd. as Regnal Sales Manager, Bihar & Jharkhand**
- **Successfully completed MBA** from RIMS (Rourkela, State Orissa)
- Adroit in handling business development, identifying & developing new markets, exploring markets, channel sales, direct sales and customer service.
- Resourceful at maintaining business relationship with clients and customers to achieve quality product and service norms by resolving their service-related critical issues.
- Possesses strong communications & inter-personal skills. Ability to work under pressure and meet deadlines.

Employment Profile

Since August 2021 at Aqualite Industries Pvt. Ltd. as Regnal Sales Manager, Bihar & Jharkhand

*The Company is **AQUALITE** carrying on the business for all category of **SHOES, SANDEL & FABRICATIONS** item (Ladies, Gents and Kids), with exclusive lines with **AQUALITE** and is carrying on the business, inner alia of development, manufacture, distribution, marketing, advertising and promotion of these products.*

Brands: AQUALITE SHOES, SANDLE & FEBRICATION, all categories

Key Deliverables:

- Managing Distributor operations (Channel Sales). Handling primary and secondary sales target.
- Full-filling the company's objective within the given cash budget.
- Researching these markets very deeply through all aspects.
- Handling channel sales and sales promotional activities (BTL).
- Taking regular feedback from the market and also keeping a tab on competitor's activities. Looking after width, depth and visibility for our brands.

Career Highlights

Since August 2021 with AQUALITE INDUSTRIES Pvt. Ltd. as Regnal Sales Manager.

Head Quarter -PATNA

The Products: Manufacturers and suppliers of all kind of Gents, Ladies & Kids all category OF Shoes, Sandel, Fabrications & School Shoe.

The Role: Managing sales & marketing of products for Distributors/Dealers Entire Part of **Bihar.**

Key Highlights;

- ✓ Major Responsibilities
 - ✓ Product Development in terms of Designing, Place & Price
 - ✓ To categorize the market according to the Products
 - ✓ To establish the Distribution Network as well as Dealer Network in assigned Territory.
 - ✓ Achievement of Estimate of own territory both in turnover and pairs
 - ✓ Collection of outstanding as per company policy & improve the business
 - ✓ Opening of new customers in different channels
 - ✓ Stores are supported by doing the Branding
 - ✓ Creating brand awareness of the product among the customers.
 - ✓ Co ordination with Dealers and sales management system on Dealers to achieve the targets of individual dealers and give the proper sales & service support to Dealers.

October 2020 to July 2021 with CAMPUS ACTIVEWEAR Pvt. Ltd. as Area Sales Manager.

Head Quarter -PATNA

The Products: Manufacturers and suppliers of all kind of Gents, Ladies & Kids all category OF Shoes, Sandel, Fabrications & School Shoe.

The Role: Managing sales & marketing of products for Distributors/Dealers Entire Part of **Bihar**.

November 2015 to September 2020 with Veekeesy Plastomers (India) Pvt. Ltd. (VKC Pride) as Area Sales Manager.

Head Quarter – Patna

The Products: Manufacturers and suppliers of all kind of Men & Ladies sleepers, sandals & shoes.

The Role: Managing sales & marketing of products for Distributors/Dealers Entire Part of **Bihar & Jharkhand**.

May 2014 to October 2015 with Welcome Shoe Pvt. Ltd. (WSL Rocks) as Area Sales Manager.

Head Quarter – New Delhi

The Products: Manufacturers and suppliers of all kind of Men & Ladies sleepers, sandals & shoes.

The Role: Managing sales & marketing of products for Distributors/Dealers Entire Part of **Bihar, Jharkhand, West Bengal, M.P., Chhattisgarh & Gujarat**.

April 2011 to April 2014 with Globalite Industries Pvt. Ltd. (Lotto Footwear) as Area Sales Manager.

Head Quarter – New Delhi

The Products: Manufacturers and suppliers of all kind of Men & Ladies sleepers and sandals.

The Role: Managing sales & marketing of products for Distributors/Dealers Entire Part of **Bihar, Jharkhand, West Bengal, Gujarat, M.P. Chhattisgarh**.

March 2010-March 2011 with Sports Lifestyle Pvt.Ltd. (Lotto Footwear) as Sales Executive.

Head Quarter – New Delhi

The Products: Manufacturers and suppliers of all kind of Men & Ladies Sports shoes, sleepers, and sandals.

The Role: Managing sales & marketing of products for Distributors/dealers across, **Uttar Pradesh, Bihar, Jharkhand and Orissa** in assigned territory.

July 2008-Feb. 2010 with M/s Footwear Click India Private Ltd. (Lancer Footwear), as Executive sales & Marketing.

Head Quarter – New Delhi

The Products: Manufacturers and suppliers of all kind of Men & Ladies shoes, sleepers, and sandals.

The Role: Managing sales & marketing of products for and dealers across **Uttar Pradesh and Uttaranchal** in assigned territory

Summer Training: From Pepsi co. India for 56 Days.

Title:-Over all marketing Activity of SMV Beverages, Jamshedpur.

Objective:-To find out the awareness, Satisfaction and Potentiality about the product (i.e. Pepsi, Mirinda, Mountain Dew, 7Up, Slice and Aquafina)

Educational Credentials

2008 **MBA from B.P.U.T. with Marketing & Finance**
2003 **Graduation from L.N.M.U. Darbhanga with Chemistry (H)**

Date of Birth: 9th January 1981

References & Documentation Available on Request