

ZAMEER AHMED BEEDI

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Expert: Business Expansion / Planning & Implementation / Sales & Distribution / Revenue Growth

*Results-driven sales executive with skills for building key relationships to enhance company growth & objectives
While maintaining thorough understanding of leveraging existing & emerging technologies to drive business goals*

Profile Summary

- **Dynamic Professional** with rich experience of **20 years** in Business Development, Marketing Strategy, Network Expansion, Brand Management and Product Management Distributor management across **FMCG** sector
- **Driving large scale business** through channels, mentoring the team, distribution expansion and retention of customers
- **Focused on revenue & Income generation**, driving and enhancing Primary and Secondary sales daily basis, strategic approach to activate NPAs, credit support and market recoveries,
- **Gained multi state geographical exposure** Karnataka, western and central Maharashtra & Hyderabad of Telangana
- **Developed distribution network** in the operated regions by coordinating, managing and monitoring the activities of distribution channels ensuring optimal performance from each channel and team members
- **Maximized sales** designing and launching proactive campaigns, developing existing accounts, enhancing productivity of each sales man, strong implementation of timely services to outlets, referrals & leads follow-up, and customizing sales strategies to address key outlet's needs and serious inspection on availability & visibility of products by proper display
- **Entrepreneurial Approach** with consistent success in identifying, starting, building, growing business & improving the profitability and performance keep striving to position the brand as retailers preference
- **Fore Thinker with strong communication**, analytical & negotiation skills, well organized with a track record that demonstrates self-motivation & creativity to achieve corporate goals

Core Competencies

Business Development
Brand Management
Revenue Growth
Channel Management
Marketing Activities

Team Management
Product Promotion
Retail Store Operations
Key Account Management
Sale & Distribution Management

Notable Accomplishments Across the Career

Hindustan Unilever Ltd / Vijaykant Dairy & Food Products Ltd

- Successfully arranged to migrate all distributors from VDFPL to HUL in Nov 2019 on mutually agreed margins
- Successfully arranged to migrated all the team members of VDFPL to HUL in Oct 2019 with revised remuneration
- Insisted to retained certain products for business which was decided by HUL to be discontinued during migration
- Encouraged all distributors to quickly move on HULs soft ware "Ikea" by up grading their Management Info System
- Placed 552 new cabinets of HUL in 3 months after migration which total up 1652 cabinets in Pune region
- Set process for timely services to retail markets and institutions with strict follow-ups and monitoring during VDFPL
- Achieved wide retail distribution coverage servicing to 2200 plus retail outlets through 8 distributors regularly
- Appointed Area Sales Mangers & Field Sales Supervisors to provide efficient services to retailers under VDFPL
- Entered in organized retail sector (Modern Trade) HyperCity, Southern Command Super Market in 2015
- Attained the entry at school and college canteens, restaurants and hotels on constant follow-ups
- Achieved extremely good visibility through branding outlets with dealer boards across the territory since 2011
- Systemized proper primary dispatches from factory to distributors which is critical part of business in VDFPL
- Accomplished good growth every year in spite facing serious challenges of losing recourses to competition

ICICI Bank Ltd.

- Awarded 7 times for cross selling (Credit Assure of ICICI Prudential) achieving 100% conversion

Sify Limited

- Escalated business in given territory of Access Business Unit from 1.18 Cr to 1.66Cr within 6 months beating all odds
- Worked on basic and micro level objectives soon after joining and successfully managed CTOs (Unorganized channel partners)

SmithKline Beecham Pharmaceuticals India Ltd (GSK)

- Top CFO Karnataka for year 1999 - 2000
- Top achiever of country for the year 2000 - 2001

Organizational Experience

**May'11 –Oct'18: Vijaykant Dairy & Food Products Ltd., (VDFPL), Pune - Maharashtra
as Marketing Head - Ice Creams Division (Acquired by HUL in 2018)**

**Oct'18 – June'20: Hindustan Unilever Limited., (HUL), Pune - Maharashtra
As Area Sales manager - Ice Creams Division**

Key Result Areas:

- Planning and Executing, Primary & Secondary Sales Drive , Asset Management, Channel & Team Management,
- Ensured good availability and visibility of the brand at each outlet with effective utilization of merchandising material
- Planned & implemented strategies in-line with marketing communication guidelines or policies to achieve the targets
- Conceptualized & deployed markets based on pre launch research, designing the beats based on outlets and revenue
- Understanding the moves of competition & devising the counter strategies to fortify and enhance our market share
- Tap potential markets by demand estimation, analysing market size, identifying service gaps and enchasing the same
- Implemented business development plans for achievement of organizational goal in terms of revenue and profitability targets; realized strategies for acquiring business from clients & effectively using potential of accounts
- Designed & established reasonable sales discount rates for channel partners & dealers in conjugation with the management to enhance the functional effectiveness of business
- Developing & implementing models to increase revenue and capitalize on product portfolio, supervising end to end solutions of the assigned accounts for Sales, Revenue & Churn
- Setting up sales objectives and strategies / streamlining process to ensure smooth functioning of sales, working closely with channel partners to strength existing business and focus on generating new business avenues

Highlights:

- Successful launched the Adityaa Ice Cream in Pune in July 2011 which was absolutely new markets to VDFPL
- Introduced professional system and process to meet the business demands and strengthened the operations
- Employed a cost effective technicians for service and Maintenance of cabinets in PMR & PCMC in 2014
- Successfully launched other parts of Maharashtra, established Pune region contributing 11Cr/Year by 2018
- Migrated all Adityaa sales team & distributors to HUL's Ice cream division in Oct & Nov 2018 respectively
- Placed total of 1652 cabinets, monitoring placement the data and throughput analysis cabinet wise daily basis
- Attained YTD Growth of 10.95% without any extra schemes from HUL,

Sep'06 – Jan11: ICICI Bank Ltd.

Growth Path/Deputations:

Sales Manager - Smart Business Loans, Sept 2006 to Dec 2007. Belgaum - Karnataka

Sales Manager - Auto Loans (New Cars), Dec 2007 to Jan 2011. Hyderabad –Telangana State

Highlights:

- Accomplished sales target for loans from channel sourcing (DDSAs, DSAs and DST)
- Headed team of Sales Executives for sourcing the business from open market and car dealers.
- Improved the performance of channel by periodical training on sourcing parameters of policy
- Monitored logged files for process at CPA (Credit Processing Authority)

Apr'05 – Aug'06: Sify Limited, Bengaluru - Karnataka

As Territory Manager - Access Media Business

Highlights:

- Strengthened the sales infrastructure such as Cable TV Operators, Technicians and company Sales Executives)
- Organized services awareness programs in colleges and residential societies to enhance the subscriptions

- Managed the chaos across area for various reasons and endeavored to resolve the same effectively

May'03 – Apr'05: Hutchison Essar South Limited. (Hutch), Belgaum - North Karnataka As Channel Manager - Prepaid Division

Highlights:

- Appointed Pre & Post Paid Distributors, Identifying best location and opening exclusive Hutch Shop
- Acted as SPOC for Sales, Marketing, addressing grievance for new launched markets during Launch
- Organized events attracting young crowd of colleges/ institutions by organizing road shows
- Attained surveys and launches in additional territories of North Karnataka & Coastal Karnataka

Mar'02 – May'03: Cadbury India Limited., Hubli - Karnataka As Sales Officer

Highlights:

- Re-launched the brands like Perk XL and XXL, New Éclairs,
- Introduced a set of new RDs at Hubli, Dharwad and Bijapur towns of Karnataka to expand the retail markets
- Augmented the outlet base from reported 670 to 1120 O/Ls covering all category of outlets
- Accomplished sales targets as per product categories (BC, AD, AS etc) both Primary and Secondary
- Winner of highest Incentives for achievement of primary & secondary sales targets for 2002 - 2003

Jul'99 – Mar'02: SmithKline Beecham Pharmaceuticals India Ltd. Mangalore - South West Karnataka As Consumer Field Officer - OTC Division

Highlights:

- Generated the sales of Iodex range in 6 districts of South West Karnataka Headquarter Mangalore
- Augmented total business turnover from 72Lacs to 1.74Cr in 2 years of the joining the organisation
- Accomplished awards for:
 - Top CFO Karnataka for year 1999 - 2000
 - Top achiever of country for the year 2000 – 2001

Education

- B.Com.** from Karnataka University in 1977

IT Skills

- Ms-Office
- Internet applications

Personal Details

Date of Birth: 28th February 1974

Languages Known: English, Hindi & Kannada

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