

AJAY SINGH

ajay.singh197722@gmail.com

A/30, Nai Basti, Sarojini Nagar, Lucknow, UP-226008, India

7007606500 / 9305399015

ZONAL SALES MANAGER (STATE HEAD – UP & UK)

Offering over 20+ years of experience in delivering optimal results and business value in demanding deadlines

HIGHLIGHTS

A seasoned, talented and profit driven professional with experience of 20+ years in Channel Sales, Marketing, Business Development, Relationship Management, Strategy Planning, Distribution, Stockiest Management, Team Management, Training and Development, Brand Promotion, Strategic Alliances, Coordination, Revenue Generation and Judicious Utilization of resources. Spearheading as a **Zonal Sales Manager (State Head – UP & UK)** based at Lucknow with **Beurer India Private Limited**.

1. Having experience in various industries such as **FMCG** (Toothpaste, Tooth Brush, Shaving Cream, Shaving Brush, Shampoo, Soap, Face Cream, Hair Oil etc.), **Telecom** (Voice, Data, Handsets & Data cards), **Personal Care Products & Small Domestic Appliances** (Trimmers, Hair Dryers, Straighteners, Curlers, Epilators, Shavers, Iron etc.) & **Retail** (Branded Readymade Garments).
2. Worked in Markets of **Uttar Pradesh, Uttarakhand, Gujarat & Punjab** with renowned business houses like **Syska LED Lights Pvt Ltd, Reliance Communications Limited, Tata Teleservices Limited, Idea Cellular Limited, Bharti Airtel Limited, Ajanta India Limited & ITC Limited**.
3. An **Effective leader, a Good Trainer and a Motivator with excellent Communication & Negotiation Skills**.
4. **Consistent Performer** with strong record of exceeding business targets during the career span. **Winner of Several Performance based Awards and Recognitions** during the career span.

CAREER GLIMPSE

BEURER INDIA PRIVATE LIMITED

Feb '21 – till Date

Zonal Sales Manager (State Head – UP & UK), Reports to National Head.

Working as a **Zonal Sales Manager (State Head – UP & UK)** from Feb 2021 with Beurer India Private Limited.

Responsible to launch a new division - **Beauty Division** of Beurer India Pvt Limited in UP (East & West) & Uttarakhand.

Currently handling 20 Distributors, 2 ASM, 5 SO's, 2 PE's & 10 BA's.

Responsibilities:

1. **Setting up the entire Sales & Distribution Channel** for the new products from ground zero and as per the organization requirement.
2. Responsible for delivering the assigned **Top line / Business Plan Turn Over** for the respective Financial Years.
3. Responsible for achieving **Collection Targets** as well as **Monitoring Outstanding Payments** of the region.
4. **Ensuring Each & Every Team Member** achieves their **Targets**.
5. **New Product Launches** ensure revenue from sales of new products as per AOP target.
6. **Distribution Expansion** drives to get incremental revenue from **Distributor & Retail** expansion.
7. Handling (Directly or Indirectly) **ASM, TSM, SE, PE, BA's (Promoters), Distributor & SS Sales Staff** & their **Back End Staff**.
8. **Mentoring, Coaching & Supervising** the work of **ASM, TSM's (SO's), SE's & BA's (Promoter)**.
9. **Monitoring Daily Reports & Reviewing the Monthly & Weekly** performance of employees.
10. Responsible for coming out with **Engagement/Incentive Programs** for the **Sales Team**.
11. **Coordinating with HR** for **Review/Appraisal** of employees.
12. **Distributor Investments** ensure Distributors have appropriate investments to cater to market needs (stock levels, credit, salesmen, etc)
13. Approaching & dealing with **Retailers & Wholesalers of Electric, Electronic, Cosmetic, Pharmacy, Telecom, and Kitchen Appliances Trade**.
14. **Planning Monthly or Quarterly Schemes for Retailers** to increase sales.
15. To ensure **Timely Claim & Scheme Settlements** of Retailers, Distributors & SS.

16. Arranging **Distributor Meet & Retailer Meet**.
17. Analyzing **Competitors Product Information & Schemes**.
18. To work with **Marketing Team** to formulate **Trade Schemes, Sales Promotion & Brand Visibility Activities** of the Region.
19. To ensure **Requisite No of Service Centers** in UPE Region.
20. To ensure **Timely Resolution of Customer Complaints** at each & every Service Center.
21. To **Spot Opportunities** to enhance the business proactively.
22. Visit market and customers for **Feedback on Products and Services**.

SYSKA LED LIGHTS PVT LTD

Nov '17 – Feb'21

Branch Manager (State Head), Reports to NSM.

Worked for Syska LED Lights as a **Branch Manager (State Head)**. Joined on 8th Nov 2017 handling the **Personal Care & Small Appliances Division** of Syska LED Lights. UP East Team comprises of 13 SS, 62 Distributors, 1 ASM, 5 TSM's, 2 TSE's & 47 FOS for handling 44 Districts.

Achievements:

1. Continuously **Achieved Primary Targets & Secondary Targets** month on month.
2. **WOD Increased** from 48 in Nov'17 to 1975 in Mar'20.
3. Completed **Super Stockiest Appointment** plan in just 2 months since my joining in Nov'17. Raised the number of SS from 1 to 9 in Dec'17. UPE Region is having 13 SS (**Lucknow, Kanpur, Allahabad, Varanasi, Azamgarh, Gorakhpur, Faizabad, Gonda, Pratapgarh, Hardoi, Kushinagar, Basti & Jhansi**).
4. Appointed the requisite no of **Distributors** within a time span of Just 2 Months since my joining in Nov'17. Raised the No of Distributors from 1 to 47 in Dec'17. UPE Region is having 62 Distributors.
5. **8 SS out of 9 SS** has qualified the **"TRIMMER DHAMAKA SCHEME"** for Jan'19. Highest No of SS qualified in a state across the nation.
6. **Primary Increased** from 5 Lacs in Nov'17 to 1.17 Crores in Jul'20. One of the consistently growing states across the nation.

RELIANCE COMMUNICATIONS INFRA LTD

Jul '12 – Nov '17

Cluster Head (Zonal Business Manager), Reports to Sales Head.

Worked with Reliance Communications Infra Limited as **Cluster Head (Zonal Business Manager)**. Area handled comprises of – Farrukhabad, Shajahanpur, Sitapur, Hardoi & Lakhimpur. Managed team of 12 On Roll Employees (1 Prepaid Lead - ZSM, 1 Network Lead, 1 CAF Lead, 1 Marcom, 8 TSM/TSI) as well as 57 Distributors & 85 DSR's. Earlier was **Cluster Distribution Prepaid Lead (ZSM)** for Lucknow & Gorakhpur.

Responsibilities:

1. Ensures the success of the cluster by **Achieving Prepaid Sales Targets**.
2. **Revenue Enhancement** by STV and Data Penetration, by increasing PRC Contribution (Talk Time, STV & Data), by ensuring BTS Profitability (LUT BTS focus), By Acquiring Good Quality Customers (M3) etc
3. Focus on **Quality Customer Acquisition** – Proper mix of KRO contribution & retail penetration, focus on MOP, the GTM should focus on call rates, data benefit & validity rather than just talk time.
4. Proper Training of Prepaid Lead, TSM's, Distributor's, DSR's, Retailers and their staff for ensuring proper flow of knowledge. **Assess Training Requirements** on an ongoing basis.
5. **Mentors and Helps the Team** to achieve/exceed their sales targets.
6. Conducts Daily, **Weekly & Monthly Team Reviews**.
7. **Appointing New Channels** (Spoke, Hub & Distributors) – keeping in mind the geography, investment required, no of retail outlets, no of BTS, customer base, no of DSR's required to serve the market etc
8. **Developing Effective and Productive Channels** (Spoke, Hub & Distributors) to meet targeted numbers and revenue for the cluster.
9. **Building Market Share** thru aggressively targeting new customers on gross basis.
10. Ensure **Timely Claim Settlement** of channel (Spoke, Hub & Distributors.)
11. **Maintaining Adequate Inventory** at channel (Spoke, Hub & Distributors).
12. Also ensuring that the **Dealers/ Retailers Maintain Adequate Stocks** of company products and merchandise as per norms.

13. Ensuring the **Availability of Required Manpower at Channel** as per plan and monitor their conduct/ behavior through Prepaid Lead, TSM's / TSI's & Distributors.
14. To develop strong relationships with channel partners through **Effective Implementation of Trade Loads and Dealer Education Programs** in coordination with circle marketing time
15. Work with circle marketing in **Management of Schemes/ Promotions/ Contests** being run to promote the company brand.
16. Focus on **BTS by BTS working** – Adequate UAO, TO & DAO per BTS to be there so as to get the desired market share.

Achievements:

1. Continuously achieved **Revenue Targets & Gross Addition Targets**.
2. Continuously achieved **UAO, D-UAO & Active Outlets Targets**.
3. Cluster won the contest "**Dangal –The Clash of Titans**" for the month of **July'16**. Won a trophy & a cash prize of **Rs 50000/-** for the team.
4. Cluster won first position in "**Data Premier League**" for the month of **Jun'16**.
5. Won best cluster head award "**SRC Master Blaster**" for data recharge sale for **17th to 21st May'16**.
6. Won best cluster head award "**291 Ka Shahenshah**" on data FRC sale for **Mar'16**.
7. Cluster stood first in circle contest "**August Kranti**" for the Month of **Aug'15**. Won a trophy & a cash prize of **Rs 35000/-** for the team.
8. Awarded with "**Champion of Champions Award**" for significant increase in pulsing base for **Q4 for 2013-2014**.
9. Awarded with "**Outstanding Performance Award**" for **Q4 for 2013-2014**.
10. Awarded with "**Best Challenging Cluster Lead**" for **December 2014**.

TATA TELESERVICES LTD

Aug '09 – Jul '12

Area Sales Manager, Reports to Zonal Manager.

Worked with Tata Teleservices Limited as **Area Sales Manager (M5)** based at **Gorakhpur** (Deoria, Kushinagar & Gorakhpur). Was also part of pilot project of smooth transition of distribution network from Tata Docomo to HUL network for less than 20k towns and later on **promoted as Area Sales Manager on 1st Feb 2011**.

Achievements:

1. Continuously achieved REC, Gross Addition Targets, and Primary & Secondary Targets.
2. Continuously achieved UAO, D-UAO & Active Outlets Targets.
3. Rewarded with the title of "**Star of the Zone Award**" for the Month of **May'10**.
4. **Awarded with Maestro Award for the Year 2009-2010**: The Highest Award in Individual Category based on the assessment of Performance & Potential.

RELIANCE COMMUNICATIONS LTD

Feb '08 – Jul '09

Prepaid Manager, Reports to Cluster Lead.

Worked with Reliance Communications Limited as **Prepaid Manager (L3)** based at Jalandhar (Main Town). Part of **Successful Launch of 'Reliance GSM'** at Punjab

Achievements:

1. **Increased the Primary Sale of Handsets** from 191 in the month of Feb'08 to 559 for the month of Jan'09.
2. **Increased the Secondary Sale** from Rs 16 Lakhs in the month of Feb'08 to Rs 60 Lakhs for the month of Apr'09.
3. **Continuously Achieved REC, OTAF & ACT Targets**.
4. Rewarded with the title of "**Market Working Champion**" for the month of May'08.

IDEA CELLULAR LTD

May '07 – Feb '08

Territory Manager, Reports to Zonal Sales Manager.

Served Idea Cellular Limited as **Territory Manager-Prepaid** based at Faizabad.

Achievements:

1. **Increased the Secondary Sale** from Rs 35 Lacs in the month of May 2007 to Rs 75 Lacs for the month of Dec'07.

2. Continuously over achieved **Activation Targets**.
3. Rewarded with the title of "**Prepaid Ka Badshah**" for the month of **Jun'07**.
4. Got "**Star of the Zone Award**" for the month of **Jul'07**.
5. **Successfully launched New Towns** Bahraich, Tanda, Jalalpur, Balrampur etc.

BHARTI AIRTEL LTD

Jan '06 – May '07

Territory Sales Manager, Reports to Zonal Sales Manager.

Worked with Bharti Airtel Limited as **Territory Sales Manager-Prepaid** based at Ghazipur.

Achievements:

1. **Increased the Sale** from Rs 9 lakhs in the month of Jan 2006 to Rs 44 lakhs for the month of Jan'07.
2. **Increased the Activation** from 120 Activations in the month of Jan'06 to 1200.
3. Activations for the month of Jan'07 (**100 % Achievement of AOP Targets** for 2006-2007).
4. **100% Achievement of Match Box Distribution Target** from 80 retailers in the month of Jan 2006 to 430 retailers in the month of Jan'07.
5. Raised the No of Distributors from 1 to 5.
6. Organized the retailer meet "**Abhivadan 2006**" successfully in the month of Apr'06 at Ballia & Ghazipur.
7. Organized the "**Abhinandan 2007**" successfully in the month of Feb'07.

AJANTA INDIA LTD

Sep '02 – Jan '06

Area Sales Manager, Reports to NSM.

Served Ajanta India Limited, a flagship company of AJANTA QUARTZ, Morbi, Gujarat as **ASM (U.P)** stationed at Lucknow. The Company is engaged in manufacturing & marketing of fast-moving consumer goods such as TOOTHPASTES (Dento White), TOOTH POWDER, TOOTH BRUSH (Dento Care), SHAMPOO, SHAVING CREAM, SOAP, FACE CREAM (Boro & Boro and Fair & Fair) and HAIR OIL under the brand name "AJANTA HEALTH" & "ORSUN".

Achievements:

1. **Increased the Sale** from Rs 15 lakhs in the month of Sep'02 to Rs 2.75 crores for the month of Dec'05.
2. **Raised** the no of **Super Stockiest** from 2 to 33.
3. **Organized** the road shows & canopy activities of Ajanta Products in U.P.
4. **Aiding Budget** to the distributors & retailers for boards, banners, participation in fairs & exhibitions etc.
5. Successfully launched **Door to Door Selling Activities** of Ajanta Products in major towns of U.P such as Allahabad, Kanpur, Lucknow, Varanasi, Gorakhpur, Bareilly & Agra.

ITC LTD

Dec '01 – Aug '02

Store Manager

Served the wardrobe brand retail-outlet of ITC (owning brands WILLS SPORTS & JOHN PLAYERS of readymade garments), as **Store In-Charge**. My responsibilities included: -

Customer service;	Inventory management;	Stock decision;	Cashiering;
Visual merchandising;	Information management;	Month end report generation;	Market analysis;
Outlet management;	Maintenance of outlet;	Feedback	

ACADEMIA

MBA, 2001, M.J.P Rohilkhand University, Bareilly, U. P

B Com, 1998, Allahabad University, Allahabad, U. P

Date of Birth: August 22, 1977

References: Available on Request