



## VISHWANATH GUPTA. K.L

High-energy professional, offering dynamic career and scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step, targeting assignment in **Sales / Modern Trade** with an organization of high repute



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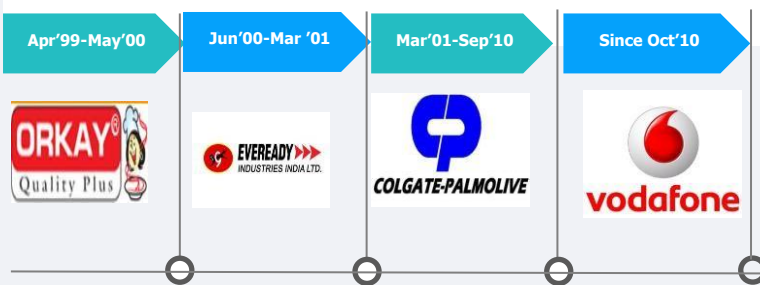
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## Core Competencies



Strategic Business Planning  
P & L Management  
Sales Strategies/ Revenue Growth  
Market & Competitor Analysis  
Management  
Channel/  
Distributors Management  
Customer Acquisition & Retention  
Product Launches and Promotions  
EBITA Growth

## Career Timeline



## Executive Profile

- ❖ Goal oriented professional with **nearly 20+ years of rich experience** in affecting organization profitability through **effective strategic and tactical management decisions**
- ❖ Part of most successful new product launches & relaunches for south branch at CP.
- ❖ **Implemented key outlets specialized Channel coverage project for Bangalore, Surat & Baroda City.**
- ❖ **Designed & successfully Executed Operation Blue Print seeding activity for Super Flexible TB & LUP packs for south Karnataka.**
- ❖ **Achieved Highest Ever Numeric Distribution & Weighted Distribution both in CDC & Economy TB.**
- ❖ **Signed & Implemented Oral Care Category Management for Food World Super markets across 64 stores in south.**
- ❖ **Appointed exclusive MT Distributor for Bangalore City.**
- ❖ Defined channel recruiting process, built funnel of potential channel partners, evaluated them and signed up with most appropriate partners for developing Hub & Spoke model at Colgate Palmolive.
- ❖ **Fastest & Most Effective distributor integration zone in Karnataka circle, post vodafone idea merger.**

## Education & Credentials

- ❖ B.Com. from Vijaya Collage, Bengaluru University, Bengaluru in 1999

### Key Result Areas:

#### Engaged in:

- ❖ Rural market Distribution set up both in Colgate | Vodafone.
- ❖ Expand Distribution in rural markets & drive customer base | revenue.
- ❖ Large team & support staff handling & governance.
- ❖ Implementing national sip across sales & retail functions calculation atomization project
- ❖ Incentive calculation & disbursement sales & retail functions
- ❖ Sales function contest & promotional activity development.
- ❖ New process & initiative implementation & sales force capability building
- ❖ Supervising the accounts and meeting targets relating to revenue growth, profit margin, mix of products and services sales, customer retention and customer acquisition
- ❖ Maintaining cordial relationships with the partners for expanding business & resolving the queries & complaints for high customer satisfaction
- ❖ Formulating and implementing sales | marketing strategies to increase market penetration and to drive revenue and profitability by maximizing sales
- ❖ Analyzing latest marketing trends, tracking competitor activities & providing valuable inputs for fine-tuning sales in regards to new service delivery processes and innovative sales strategies

## Notable Accomplishments across the Career

### At Vodafone South Ltd.:

- ❖ **Grew data revenue by 85%** over 2010 -11; highest in ROK zones
- ❖ Ranked 1 Distribution Lead in circle ranking for 2010-11 & 2013-14
- ❖ Rated with 'X' Rating for 2011-12 (only 1 from across functions for the circle)
- ❖ Received the highest incremental customer base addition in 2010-11 & 2011-12
- ❖ Liable for sales and marketing strategy development, product planning, profit, revenue targets and market share targets; achieved an approx. turnover of INR **135 Crores** during **16-17**) with No. 1 TNPS.
- ❖ Recognized as:
  - Mysore Zone ranked No 1 Zone For 6 Quarter continuously Q1 18 to 20 in Zonathon Contest ,
  - Mangalore Zone tops the chart in the merged entity Q3 & Q4 2018-19.
  - Ranked No 1 in Zonathon Q3 '18, Highest zonal award in VodafoneIdea.
  - Ranked No1 SPM In the country for the year 15-16, Awarded with Strike Force In Germany,
  - Best zone in the region AMJ 2014, Region Star Highest zonal award in the region.
- ❖ Recorded:
  - Successfully Integrated Distribution Channels for big zones Mangalore & Mysore after Vodafone – Idea Merger.
  - Retail & Distribution Integration done in record 45 days' time with minimum impact on business operations & Customer service in the merged entity.
  - Third Best-Unlimited User Base Penetration in Karnataka out of 9 zone.

### At Colgate Palmolive India Ltd.

- Achieved: Highest TB throughput
- All India 1st place in First Among Equals, Field Force Contest in 2005 & 4<sup>th</sup> place in year 2007.

- ❖ Increased the sales volumes with less weighted Distribution averages.
- ❖ Organized merchandiser training programs with workshops on **Merchandising the Winning Edge** module
- ❖ Secured the highest SOS scores in the branch in Modern Trade ( LFR )

Since Oct'10 with **Vodafone Idea Ltd.**, Karnataka Currently,  
 Oct 10 – June 15 Distribution Lead Mysore | Bangalore Zone  
 June 15 – July 16 Trade Engagement Manager For Karnataka Circle.  
 July16 – March 20 – Zonal Business Head Mysore | Mangalore Zones.  
 Presently - Zonal Business Head for Bangalore Metro & South Karnataka.

## Previous Experience

Growth Path / Deputation:

Apr'99-May'00 with **Orkay Instant Foods**, Bengaluru as Sales Representative

Jun'00-Mar '01 with **Eveready Industries Ltd.**, as Territory Sales In-charge

*(Areas of Operation: Mysore, Coorg, Mandya & Chamrajnagar)*

Mar'01-Sept 10 with **Colgate Palmolive I Ltd**

Mar'01-Sept 10 -Sales Officer – Hubli, Dharwad, North Kanara, Haveri, Gadag & Bagalkot

Jul'04-Dec'06 Sales Officer – Bangalore City & Bangalore Wholesale.

Dec'06-Oct '07 Customer Development Officer - Modern Trade (Large Format Retail)

Oct'07 – Oct'08 Area Manager Customer Development Officer - South Gujarat.

Oct'08 – Nov'09 Area Manager Customer Development Officer – Bangalore.

Nov'09 – Sep'10 Area Manager Customer Development Officer – South & Central Karnataka.



### Personal Details

**Date of Birth:** 6<sup>th</sup> June 1976

**Languages Known:** Kannada, English, Hindi, Telugu and Tamil

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