

## RESUME

AMBRISH TEWARI

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### PROFESSIONAL SYNOPSIS

A very rich experience in consumer durable/ semi durable and fmcg products with exposure to Channel management, Retail business development, People management, Inventory planning, ATL/BTL and branch handling with organizations such as:

**Titan Company Ltd (watches),  
Mescos Shoes Ltd (footwear),  
Maxima Watches (watches),  
Chandras' Chemical (adhesives),  
Godrej & Boyce Mfg Co. Ltd. (durables / semi durables/fmcg).**

### AREAS OF EXCELLENCE

Handling branch operations  
Channel Management  
Business Development  
Schemes, promotional activities & budget planning  
Team Handling  
Financial management  
Inventory management

### PRESENT EMPLOYMENT

**Joined Godrej & Boyce Mfg. Co. Ltd., in March 2006.**

**Currently working as Area Manager- Lucknow, handling the states of UP & Uttarakhand for Godrej Interio - Home furniture, Home storage and Mattress business.**

### JOB PROFILE

**To achieve a turnover of 38cr for the fy 2022-23**

To formulate strategy, schemes, promotional activities for the branch.

Financial discipline, inventory management, and after sale service.

To handle, motivate, guide and retain the team.

To expand channel network to cater to the needs of the market.

## PREVIOUS ASSIGNMENTS

### **Titan Company Ltd.**

**From Oct.1988 to July 1995.**

Started my career as a Sales trainee and left as Sr. Sales Officer i.e. three promotions within a span of less than Seven years

**Instrumental in establishing Titan & Timex brands in U.P.& Uttarakhand.**

**Only person in North India handling two C&F Agents.**

### **Mid- east (I) Ltd – (Mescos shoes)**

**From Aug.1995 to July 1999**

As Area Manager handled U.P. branch.

Marketing directly through retail and franchise stores.

**Opened First Franchise Store in North India.**

**Credit days -- brought down to 18 against industry norms of 50 days.**

### **Maxima watches**

**From Aug 1999 to November 2002**

As a Branch Manager Responsible for U.P. & Uttarakhand states.

Established a network of distributors through the two states to cater to the retail trade.

**Started operation at 1.5 Crores and left at a turnover of 7.0 Crores within 3 years with 15000 Watches per month average.**

### **Chandra's Chemical**

**From December 2002 to February 2006**

As Branch Manager handled UP & Uttarakhand states.

Joined at branch turnover of 0.50cr./annum to leave at a turnover of 3.25cr./annum.

**Added new business avenues as hardware – paints & retail distribution branch inventory levels brought to 15 days for stocks and out standings.**

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## ACADEMICS

**PG Diploma in Marketing and Sales Management from UP Board of Technical Education.  
Graduation from Lucknow University with subjects English, Economics & Modern History.**

## PERSONAL INFORMATION

<b>Father's name</b>	<b>Late Mr. A. R. Tewari</b>
<b>Languages Known</b>	<b>English, Hindi &amp; Punjabi.</b>
<b>Marital Status</b>	<b>Married</b>

**AMBRISH TEWARI**

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