

Mehul Rawal

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SENIOR MANAGEMENT PROFESSIONAL IN FMCG SALES

- ⇒ A seasoned professional with over 20 years of experience in FMCG sales.
- ⇒ Extensive sales background with sound understanding of sales operations in GT & HoReCa.
- ⇒ Excellence in repeated revenue growth and sustained business in changing markets.
- ⇒ Possess an integrated set of competencies that encompass areas related to Channel Development.

Profile Summary

~FMCG Sales & Distribution
~Channel Management
~Brand Management

~Business Development
~Key Account Management
~Process Enhancement

~People Management

- Adroit in handling the business development, identifying & developing new markets, handling lead generation & client retention and achieving the set targets for all channels.
- Proficient in preparation of business plans, competitors' profile & monitoring operations at regular intervals with focus on profitability; demonstrated acumen in handling distribution across various parts of western region.
- Proven ability in achieving / exceeding targets, opening new and profitable markets and setting up business operations in untapped markets
- Expertise in exploring new markets for businesses growth and streamlining sales operations
- In-depth knowledge in market development, product positioning & handling distribution network
- Result oriented achiever with excellent track record for identifying opportunities for accelerated growth
- Networking With financially strong business partners, resulting in deeper market penetration and reach
- Recruiting, mentoring & training personnel for the sales team for ensuring optimum performance to deliver quality services in market

Notable Accomplishments:

- Successfully implemented the FMCG model in McCormick to enhance operational efficiency.
- Grew Rice business from 50 Lac to 200 Lac per month.
- Successfully converted business to 2-layer model from 3-layer, thus eliminating SS margin.
- Successfully launched and set up a robust distribution network for Coca-Cola (Alternate beverage division).
- Successfully launched products like Minute made juices, Coke Zero, Rimzim jeera soda etc.in Maharashtra and Goa.
- Grew business from 50 Lac to 300 Lac per month in a span of 3 yrs.
- Worked with Dabur India for 14 yrs. and grew as ASM for general trade, having expertise in handling all channels ie, GT, HoReCa, MT.
- Successfully grew Dabur foods business from scratch to 250 lac per month.
- Successfully launched products like Real/Activ juices, Hommade cooking paste.etc in western India markets.

Awards Laurels:

- Excellence award for best Cluster Manager during COVID at McCormick in May 2020.
- BEST ASM FOR THE YEAR 2012 FOR COCA-COLA ALTERNATIVE BEVERAGES DIVISION
- BEST TEAM AWARD FOR Q3 AND Q4 OF 2012.
- Best TM 2008: Awarded best Territory manager for registering highest GOLY of 37% in ROM area.
- Dabur Star Trek Award: Awarded star Sales Officer for the year 2006.

Career History:



- Capital Foods Pvt Ltd (May 2022-Dec 2022)
- McCormick India (2018-2022).
- Coca cola franchise, Baramati agro ltd, Entrepreneur (2015-2018)
- Hindustan Coca-Cola beverages pvt ltd (2012-2015)
- Dabur India ltd (1998-2012)

Organizational Experience:

As State Head from May 2022-Dec 2022 with Capital foods Ind

- Handling a team of 4 ASMs, 6 FO and 34 SRs
- Solely responsible for sales and distribution of brands like Ching's and Smith N Jones in southern Maharashtra districts.
- Currently handling a monthly turnover of 3cr for GT division.
- Distribution in 13000 retail stores.

As Cluster Manager from 2018-2022 with McCormick India

McCormick is one of the world's largest company in spices & condiments operates in India as (Kohinoor specialty foods) dealing in Kohinoor basmati rice, spices, ready to cook and eat products.

Key Result Areas:

- Spearheading entire gamut of operations for Consumer Pack Vertical (Maha-Goa)
- Responsible for channel development and marketing strategy implementation
- Responsible for optimal service to trade through 1 CFA, 5 SS and 45 distributors.
- Leading the team of 7 ASE, 1 Customer Marketing, 25 ISR dotted line reporting
- Entrusted with the responsibility of building distribution, coverage, BTL activities & overall market access of business

As Area Sales Manager from 2012 to 2015 with Coca-Cola

Key Result Areas:

- Leading a team of 8 Sales Team Leaders and Executives and guiding them to achieve targets for Minute made range of products.
- Responsible for major DEPOT's in Pune, Goa, and Nashik.
- Responsible for sales operation in (Pune-ROM).
- Ensure employees always provide highest standards of customer satisfaction and quality service through regular classroom and on the job trainings.

As ASM worked & grew with Dabur India Ltd across channels and roles.

- Area Sales Manager-2010 to 2012 (General trade)
- Territory Manager- 2005 to 2010 (HoReCa)
- Senior Sales Officer- 1998-2005 (General trade)

Key Result Areas:

- Responsible for the sales and distribution (food division of Dabur) for the range of products like, Real /Activ juices, Hommade cooking paste, Tomato puree, Coconut milk etc.
- Headed GT business across Maharashtra-Gujarat, leading a team of 1 TM,10 SO.
- Headed HoReCa business across ROM-Goa region.
- Maintaining cordial relation with stake holders like FnB managers, Chefs.

- Conducting engagement activities for Chefs, bartenders as product promotion.

Have also worked as entrepreneur between 2015-2016, dealing in products like, Juices, Mineral water, Jelly candies and Pulses. Worked with Baramati agro between 2016-17 as NSM heading frozen food division. Also worked as Sales head for a franchisee of Coal-cola between 2017-18.

Academic Details:

- *Master of Business Administration, Nagpur-1998*
- *Bachelor of commerce, Nagpur- 1995*

Personal details:

- Sex-Male
- DOB- 24-12-1972