

# Sapna V S

## B2B | Agritech | E-commerce | Key Accounts PROFILE

As an experienced institutional business professional in the agri inputs sector, I am skilled in developing and executing sales strategies that drive revenue growth and build strong, lasting partnerships with key clients. With a deep understanding of the agri inputs market and its complexities, I have a proven track record of delivering exceptional results through innovative solutions and a client-centric approach.

## WORK EXPERIENCE

### Plantix Agritech | State Head

*August, 2023 - Present*

- Established and scaled Plantix's business in Karnataka, achieving a revenue increase from INR 15 lakhs per month to INR 1.5 crores per month within three months
- Developed and managed a team of three District Sales Officers
- Initiated the sale of high - margin products like Sprayers

### BigHaat Agro Private Limited | Institutional Business

*2021 - August, 2023*

- Established and led the development of an institutional business vertical from the ground up, successfully launching the new division and achieving strong revenue growth
- Developed and executed successful sales strategies resulting in monthly revenues of 1.5 crore.
- Built strong synergies with key stakeholders in the agribusiness industry, including FPOs, agritech companies, and consultants, to drive innovation and growth.
- Implemented effective quality control measures resulting in zero customer returns.
- Achieved a 90% customer retention rate by providing exceptional customer service and fostering strong client relationships.
- Spearheaded my company's participation in a World Bank-funded program that aimed to uplift women farmers and enhance their economic well-being.

### OhRegional | Co- Founder

*2018 - 2021*


- Led the establishment of a new retail store focused on showcasing the unique flavors and traditions of the local region
- Identified and established relationships with suppliers across multiple states to source a diverse selection of snacks and groceries for retail sale
- Successfully managed the retail store's social media accounts, curating and publishing engaging content, monitoring analytics, and fostering a strong online community

### Max Hypermarkets India Private Limited | Buying and Merchandising

*2016 - 2018*

- Contributed to the identification and selection of innovative and market-relevant products for inclusion in the retail store's inventory.
- Assisted in the setting of Minimum Base Quantities (MBQs) to establish optimal stock levels, minimize out-of-stock situations, and maximize inventory turnover.
- Conducted comprehensive range and price benchmarking analyses of competitors to inform strategic pricing and product assortment decisions.
- Led the development and execution of monthly and festival sales and promotion strategies, driving revenue growth and enhancing customer engagement.
- Led the successful negotiation, closing, and execution of Joint Business Plans (JBPs) and Terms of Trade (TOTs) with manufacturers, resulting in mutually beneficial partnerships and increased business opportunities.
- Collaborated with cross-functional teams, including procurement and logistics, to address supply chain bottlenecks and improve fill rates.



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## EDUCATION

- **Indian Institute of Plantation Management**

*Agribusiness and Plantation Management*  
Completed in 2016

- **GKVK, UAS - Bangalore**

*BSc. Agriculture*  
Completed in 2014

## SKILL

- Sales Operations
- Account Management
- Negotiation
- Business Development
- Category Management
- Agribusiness/ Agri Inputs
- Fmcg/ Retail

## AWARDS

September 2022 | BigHaat Agro

**Ace Performance Award**