



# ZUBER SIRAJ PATANKAR

**Sales Manager– Suumaya Industries Limited (Agri Division).**

Sales & Distribution | Procurement & Supply Chain Mgt | P&L Mgt | People Management |

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## Profile Summary

- **18+ Years large cross functional leadership, succession Sales Team Management, P&L Responsibility, FMCG Sales & Distribution in Modern Trade & E Commerce. Experience across India with long tenure and internal promotions. In ground Multiple New Brand Launch and Category Extensions Expertise in FMCG, Agri commodity beverages and Fruits verticals. Demonstrated region specific leadership across distribution.**
- **Sales & Marketing, GTM Strategy Formulation & P&L Mgmt.** Steering the entire sales & marketing strategy development, GTM program development, profit, revenue targets and market share targets, finalizing annual operating plan, formulating and implementing strategic plans.
- **Resourceful Manager Retail Trade & MT, Sales/Distribution & Marketing** Domain Expertise: **FMCG, Institutions / Horeca / Wholesale / Mandis / Modern Trade, Strategy Architect credited with successful formulation and implementation sales and marketing strategies** to improve sales opportunities; led development of short & long-term strategic plans including annual business plans, **promotion and innovation strategies with P&L & budget responsibility** Successfully led the expansion of distribution network, accomplished steady increase in sales year-after-year and developed relationships with the distribution networks to **explore and develop new opportunities**
- **Keen strategist & implementer with a strong business acumen;** skilled in setting strategic goals, making decisions, building & analyzing business plans with key focus on ROI Driven to Cut company Cost and **boost company Revenue & Market Share, Business Profitability Management: Top-line, Bottom-line, Turnaround; Profit Centre Operations,** Managing all functions in Sales, Marketing & Advertisement; New Project Startups. Strategic Markets, Opportunity Mapping: Setting up a network and penetration both for traditional & Whole-Sale; New Product Launches, New Product Development & all the marketing & advertising activities.

## Education

**B. com University of Mumbai 2007**

**H.S.C Siddharth college of commerce & Economics 2000**

**S.S.C East Byculla Secondary School- 1998**

## Achievement

- Awarded As Best Employee of the year in Thyrocare Technologies Ltd. in March 2012.
- Become Metabolic-D Camp North India, handling a team of 5 peoples State Wind- D Camp Incharge of PIN-2 region.
- Participated in Typing Competition in Thyrocare and successfully achieved 60 W.P.,M

## It Skills

Well versed with MS-Office (Word, PowerPoint, Excel (Advanced Excel – V Lookup, Pivot Table, etc.) & Internet Applications.

Implementation of Mobile Solution to GT & Modern Trade.

## PERSONAL DETAILS

**Passport Detail** L1709847

**Blood Group** AB positive

**Languages Known:** - English, Hindi & Marathi

**Address:** - Address: Plot No#37 Room #100 New Tank Bunder Reay Road, Mumbai - 400 010

## Area of Excellence

**Sales & Distribution**

**Key Account Management**

**Planning, Budgeting & Forecasting**

**Tie-Ups & Negotiations**

**Procurement Management**

**Product Listing – Vendor Management**

**Customer Relationship Management**

**Stakeholder Management**

**New Set Ups/ Liaison/ Coordination**

## WORK EXPERIENCE

### Sales Manager

Suumaya Industries Limited (Agro Division)

Since Feb 2022

Mumbai - Maharashtra



#### Job Responsibilities:

- Managing **team 5 Sales Executives Generate business through traders and wholesalers from APMC.** managing General Trade / Modern Trade Markets & **E com, Make a launch plan/set up sales team recruitment & trained** the sales team for appointing distributors, Setting up distribution network across state.
- Market Analysis on New product arrival and sales. Co-ordination with logistic department for order Delivery on Time.
- Update to management weekly monthly sales Report. Ensure payment of receivable in a timely manner.
- Appoint and train sales executive in various location. Preparation of sales and purchase order
- Relationship building with traders and buyers. Regular update to buyer about new arrival product
- Responsible for the market linkage and value chain of the specific commodity in the program. Specific tasks include:
- Build and maintain commercially viable partnerships between producers, exporters, processors, and buyers
- Develop and maintain business relationships with organized retail, institutional buyers, traders, and farmer groups to create sustainable marketing. Facilitate long-term contractual relationships between Wholesellers, input service providers, and end-market buyers
- Support and monitor compliance to all trade-related documentation such as APMC cess, VAT, entry taxes, waybills etc.
- Manage relationships with multiple stake holders including buyers, processing units, local APMCs, agriculture departments, etc. Help with on-ground problem solving, including negotiating with vendors and service providers, liaison with the local government department etc.

### Senior Business Manager

Intello Labs Pvt Ltd

Jan'21- jan'22

Mumbai



#### Job Responsibilities:

- Regular visits to local fruit & Vegetables Mandi /markets and retailers to identify demands & problems Geography for a potential sales opportunity and onboard new customers. Responsible for driving daily customer base and volume of produce to be sold on the Agri commodity e market
- Frequently review performance against growth and share objectives for self & team and to meet and exceed territory goals consistently. Update to management weekly monthly sales Report. Ensure payment of receivable in a timely manner. Appoint and train sales executive and Quality auditor. Relationship building with traders and buyers
- Manage customer relationships and solve customer queries on field visits. Educate buyer and seller about upcoming changes on marketplace. Worked on National Agriculture cooperative Marketing Federation of India [ NAFED] Project.
- Build the supplier base for various Agri commodities via farmers, FPO's, Mandi traders Etc
- Build client base across commodity industry, processors, traders, exporters, E Commerce players across India.
- Managing Mandi and other purchases and Mandi compliances. Assisting in designing an approach towards various category of commodity clients. Offering innovative solutions to our commodity clients preferably as bundled products.
- Market research through various means - formal and informal. Keeping in touch with ground realities through structured feedback from consumers, trade and sales teams. Responsible for relationship with the supplier base from different mandis. Team management and mentoring to optimize results and learning and business growth.

### Business Development Manager

Aalgro Foods Pvt. Ltd (Imported fruit)

Feb 2022Jan 2021

Mumbai



#### Job Responsibilities:

- Generate business through traders and wholesalers. Managing trade spends
- Sign up agreement with buyers and traders for online selling
- New Account Acquisition
- Market Research and update
- Co-ordination with logistic department for order Delivery on Time.
- Update to management weekly monthly sales Report
- Ensure payment of receivable in a timely manner.
- Appoint and train sales executive
- Exploring different sales channel for growth
- Relationship building with traders and buyers

- ▶ Regular update to buyer about new arrival product

### Sales Manager

## Incredible Waters Pvt. Ltd

Feb'16 - Nov'19

Mumbai

### Job Responsibilities:

- ▶ Maximize volume and revenue in HORECA (Three Star five Star hotels)
- ▶ Responsibility to acquire new client. General Trade & modern Trade Handling
- ▶ Appoint Distributor As per market Potential, guiding team to achieve Target on monthly basis, Visit Key counter personally, Generating Purchase Order – Po Generation Vendor Management, maintaining healthy relation with the vendors to tap market competition
- ▶ Managing loyalty Programme for territory and ensuring all accounts points /Tgt achievement. Working with all Instore promoters and Merchandisers to ensure shelf share and brand visibility, ensure proper execution of POP and POSM to ensure good returns in respect of OFF TAKES.
- ▶ Expand product portfolio of the Organization and building. Represent company at various Trade food beverage Trade fair
- ▶ Co-ordination with logistic department for order Delivery on Time. Update to management weekly monthly sales Report
- ▶ Ensure payment of receivable in a timely manner.

### Product Manager

## Dairycraft India Pvt Ltd

Dec'13 – Jan'16

Mumbai



### Job Responsibilities:

- ▶ Generate from Three star five star Hotels & Restaurant for dairy products. Meeting corporate chef to generate order and closing deal. Manage Modern trade and General Trade And maintain healthy relation with client
- ▶ Update weekly and monthly sales Report. Deciding on Marketing Strategies.
- ▶ Monitors the supply of product as well as informs clients of the forthcoming changes.
- ▶ Planning for the sales of the month to reach targets and get it done.
- ▶ Represented company at national international food trade fairs
- ▶ Managing Distributors/Dealer Return on Investment (ROI) by rationalizing Investments and driving his secondary sales

### Business Development Officer

## Thyrocare Technologies Pvt. Ltd

June'10 – May'13

Mumbai



### Job Responsibilities:

- ▶ Visit Hospitals, Laboratories and specialist doctors to sale and promote companies Test profile.
- ▶ Provide help and advice to clients using organization product and services. Update to management weekly monthly sales Report, Ensuring promotional and other material available with client.
- ▶ Ensuring Maximum customer satisfaction by interaction client and their requirement customizing Service Accordingly.
- ▶ Imparting Appropriate Training and presentation to the new changes to the team. Orienting, Training, Motivating and Guiding the specimen. collection point to avail best scheme launched by company.

### Sales Executive

## Mahavir Enterprises

Feb'05 – May'10

Mumbai



### Job Responsibilities:

- ▶ Mahavir Enterprises is the Hindustan Levers channel sales partner for Mumbai Region
- ▶ Visiting to the Retailers to get order
- ▶ Placing the product in retail Outlet for consumer Benefit and Collection of payment
- ▶ Achieving Established sales Target
- ▶ Giving Regular feedback about market.
- ▶ Update daily and weekly sales Report.
- ▶ Giving Regular Feedback and information of our brand performance and Competitive Activity.
- ▶ Reviewing our own sales performance, aiming to meet Exceed target.

Date: -

Place: -

- ZUBER SIRAJ PATANKAR