

Manish Sharma



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Executive Profile

- ❑ A forward focused professional with 15 years of experience in **Sales & Distribution Management | Budgeting & Forecasting | Trade Engagement Programs | Digital Distribution | Sell-Out Management.**
- ❑ Currently employed with **Vodafone Idea Limited, as General Manager - Organised Retail Head for Rajasthan Circle.**
- ❑ Gained extensive exposure in working in various domains like **Telecom & Automotive** in Urban & Rural operations.
- ❑ **Proven skills in developing sales promotional activities** as a part of brand building and market development efforts; achieving targets by implementing market segmentation & penetration strategies.
- ❑ Steering 400+ strong team of In-shop Demonstrators managing Sell-out of Data Products & services.
- ❑ **Spearheaded the launch of 4G & 3G services** across the assigned territories like Jaipur, Udaipur and Sri Ganganagar while working with Vodafone Brand.
- ❑ Passionate about learning. I firmly believe that people make business succeed & leaders make people succeed.
- ❑ Detail Oriented, Strong Analytical Skills & Strategic thinking.
- ❑ Confident of execution skills and ability to deliver the results in a complex and challenging environment.

Career Timelines

Aug 2004 – Aug 2006

Amara Raja Batteries Ltd. (AMARON) as Marketing Executive

Sep 2006 – Mar 2007

Yamaha Motors Pvt. Ltd. As Sales Executive

Apr 2007 – Dec 2009

Valvoline Cummins Ltd. As Business Executive

Since Dec 2009

Vodafone Idea Ltd. As General Manager (Head of Organised Retail)

Vodafone Idea Ltd. Growth Path

Since Dec 2009

Territory Sales Manager: Sr. Executive: Dec 2009 – Mar 2013

Area Sales Manager: Deputy Manager: Apr 2013 – Jan 2016

Area Sales Manager: Sr. Manager: Feb 2016 – June 2019

General Manager: Organised Retail: June 2019 – till Date

Professional Experience

General Manager: Organised Retail Head: June 2019 – till Date

Key Result Areas:

- Channel Development: Build & nurture alternate Modern Trade Channel for selling Vodafone Idea Products.
- Handset Bundling: Coordination with various OEM to increase bundle sales offer.
- People Engagement: Smart Phone Outlet Selection & Deployment of manpower (Hiring, Deploying, Training, development & governance).
- Critical KBIs: New Acquisition on 4G H/S, 4G SIMUP, MNP & Handset Bundling.
- Trade Programs: Planning and implementation of monthly and quarterly trade program
- Handling Team of 1 Territory Sales Manager, 9 Team Leaders & 350 Promoters

Achievements

- Appointment of 150 new promoters in last 90 Days.
- Best circle in 4G HS contribution in overall Acquisition.
- 20% Contribution in Circle total Acquisition from organised retail.

Area Sales Manager: Sr. Manager: Feb 2016 – June 2019

Responsible to drive prepaid Business in Jaipur City having 5 On Roll TSM reporting & team of 8 Channel Partners to serve this Market.

Key Result Areas

- Gross target achievement through New Customer Acquisition & Mobile number portability.
- Increase trade penetration through various distribution parameters.
- Delivery of revenue targets by ensuring above 2 parameters.
- Maintain & analyze periodical reports for activity tracking, identifying market gaps & management.
- Training & feedback to field force on regular basis.
- Engage channel & front line team to drive company agenda effectively.
- Maintain healthy distributor ROI.

Initiatives Taken

- Channel Right Sizing done in Jaipur City Market to improve service level and increase distribution extraction.
- Strong Tie Up done in trade to acquire maximum share of retail outlet.
- Delivery of revenue targets by ensuring above 2 parameters.
- Aggressive drive of MD/SD PIGEX in Branch to ensure maximum channel secures E & X Rating.

Key Achievements

- 2 TSM got the role elevation.
- CMs gain of 4.9% in FY 17-18 & 0.8 % in FY 18-19;
- Gross & Net Port In leadership during Aircel & Reliance Comm. Port In.
- Won the best ASM award for Rajasthan Circle 17-18.
- Won the prestigious Mega Star Award for H2 17-18;
- Played significant role in Jaipur zone for winning Best S&D Zone for FY17-18 & FY18-19 in a row.

Area Sales Manager: Assistant Manager: Apr 2013 – Feb 2016

Responsible to drive prepaid Business in Sri Ganganagar & Hanumangarh Dist. having 5 On Roll TSM & team of 21 Channel Partners.

Key Achievements

- Best ASM award for the FY 2013-14.
- 3 TSM got the role elevation.
- Highest revenue growth branch for the FY 13-14 & FY 14-15 in a row;
- Won Vodafone Hero award for H2 13-1

Territory Sales Manager: Senior Executive: Dec 2009 – Mar 2013

Responsible to drive prepaid Business in rural & urban markets like Kotri & Mandalgarh Tehsils of Bhilwara Dist., Udaipur City & Jaipur City.

Key Result Areas

- Gross target achievement through New Customer Acquisition & Mobile number portability.
- To ensure Strong & Sustainable distribution in assigned mkt.
- Implementation of various trade engagement programs.
- Healthy trade relations to ensure maximum depth in terms of counter share.
- To ensure regular training of field force of channel partners.

Initiatives Taken

- Engagement of channel partners, ensured timely update of pay out disbursement & earning opportunities.
- Focused on diversified Gross, driven by mainly small Size outlets in every Sales.
- Implemented various incentive programs for field force to achieve distribution targets in assigned timeline.
- Developed stocking tracker to ensure service level hygiene in market.

Key Achievements

- Delivered 5% CMS for Financial Year 2010-11 in assigned territory of Mandalgarh, Kotri & Jahazpur Tehsil of Bhilwara District.
- Consistent Revenue Growth, driven by quality Gross.
- Won Circle Combat Award for outstanding Performance in Financial Year 2010-11.
- Won two times Vodafone Hero Award for Distribution.

Business Executive: Valvoline Cummins Ltd.: Apr 2007 – Dec 2009

Valvoline Cummins Ltd, a JV between Ashland Inc., USA and Cummins Sales & Services (India) Ltd ,a wholly owned subsidiary of Cummins India Ltd., is one of the India's fastest growing lubricant marketer and producer of quality branded automotive/industrial products. Products include automotive lubricants, transmission fluids, gear oils, hydraulic lubricants, automotive filters, specialty products, greases and cooling system products. Valvoline also offers Car Brite car care products for automotive cleaning and maintenance.

Key Result Areas

- To manage the three-tier distribution channel (Distributor - Retailers- Customers) for the effective distribution of Lubricant at major scale.
- To ensure new market development by scouting for new retailers in unrepresentative areas.
- To ensure successful replication of standard activities on the basis of successful functioning of distribution network.
- To maintain sales goals by month and year to date by overseeing achievement of primary & secondary sales.
- To plan and oversee the brand building activities in the area of operation.
- To keep track of the progress of the brand in the assigned geographical territory.
- To plan and oversee execution of BTL activities like Mechanic/Transporters/Retailers Meets, Customer Camps etc.
- To handle the Kota Depot for efficient Inventory Management, Sales Projections.
- To hire, train and motivate Distributors sales force to help them to carry out their job in an efficient and effective manner.
- To submit the various Sales Reports on time.

Key Achievement

Won the Best Business Executive award in Diesel Engine Oil segment.

Yamaha Motors India Pvt. Ltd: Sales Executive: Sep 2006 – Mar 2007

Worked as Astt. Manager – Sales & Mktg. responsible for South Rajasthan (Udaipur Division) & South West Rajasthan (Kota Division) including 10 dealers & 18 sub dealers.

Key Result Areas

- To manage the Two-tier distribution channel (Dealer-Customers) for the effective distribution of the motorbikes at major scale.
- To ensure new market development by searching for new dealers & sub dealers in unrepresentative areas.
- To maintain sales goals by month and year to date by overseeing achievement of wholesale and retail sales

- To plan and oversee the brand building activities in the area of operation. For example tie ups with finance companies and banks for various schemes like 0 % finance etc.
 - To keep track of the progress of the brand in the assigned geographical territory.
 - To plan and oversee execution of BTL activities like Loan & Exchange camp, Free Service check-up camp, press releases etc.
- To submit the various Sales Reports on time.

AMARON (Amara Raja Batteries Ltd.): Marketing Executive: Aug 2004-Aug 2006

Have Worked in Amara Raja Batteries limited-Johnson Control Inc. - USA (Auto motive Division) as a Marketing Executive taking care of Central Delhi & South Delhi area for AMARON range of batteries (from April 06 onwards). Earlier was posted in Ghaziabad Branch from Oct04 to march06 for East Delhi, Noida & Agra Territory.

Key Result Areas

- To manage the three-tier distribution channel (franchisee-retailers-customers) for the effective distribution and the automotive batteries at major scale.
- To oversee the retailing of the batteries through franchisee's (based at Central Delhi & South Delhi) and 300+ retailers.
- To ensure new market development by scouting for new retailers in unrepresentative areas.
- To ensure successful replication of standard activities on the basis of successful functioning of franchisee network.
- To maintain sales goals by month and year to date by overseeing achievement of primary, secondary and territory sales.
- To plan and oversee the brand building activities in the area of operation.
- To keep track of the progress of the brand in the assigned geographical territory.
- To plan and oversee execution of BTL activities like Marathon, Proton, Mega proton van campaigns and conference etc.
- To hire, train and motivate and captive and franchisee's sales force to help them to carry out their job in an efficient and effective manner.
- To design the route plans for manpower of franchisee ensure smooth and timely reporting.
- To submit the various Sales Reports on time

Education

- CDAC (Diploma in Advanced Computing) : CDAC Pune : 2001
- Bachelor of Commerce : MLSU University, Udaipur (Raj.) : 2000
- Sr. Secondary XIIth (Mathematics & Science) : Central Board of Secondary Education : 1995
- Secondary Xth : Central Board of Secondary Education : 1993

Personal Information

- Marital Status : Married;
- Date Of Birth : 24th Jan 1978;
- Hobbies: War Movies & Political Documentaries, Cooking, Music & TV Debates.
- Permanent Address: 9, Mahaveer Colony Extn. Bedla Road, Udaipur (Raj.);