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FALCON ID # 42368

Telecommunication / Manager

Residential Country : India Nationality : India  
Resume Title : Chief Manager Notice Period : 1 Days

## EDUCATION

Qualification	Institute / College /university	Year	Country
Pg Diploma		0000	Not Mention

## CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Chief Manager / Merchandising Manager	Reputed Company	India	03/2011	/
Area Key Accounts Manager	South Asia Breweries Pvt. Ltd.		09/2007	02/2011
Area Channel Manager	Hindustan Coca Cola Beverages Pvt. Ltd		05/2005	08/2007
Manager Trade Marketing	Kyndal India Pvt. Ltd		03/2003	04/2005

## ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary (Monthly In Usd): Not Mention Expected Salary (Monthly In Usd): Not Mention

Additional Skills :

## Work Experience

Chief Manager

Liquor and Tobacco

Jan 2012 – Present

Reliance Retail Limited.

Reliance Retail Limited is one of India's leading retail chain having over 900 Outlets across the Country with a focus on exhaustive range across product categories – FMCG, Staples, Liquor, Apparels, Home Care, Specialty Foods Etc.

### Profile

- Buying – Heading centralized buying for the 20 existing liquor operations across the country - assisted by a team of regional and HO Buying managers
- Inventory Control – Responsible for quick stock rotations and maintaining limits on inventory carried
- Negotiations – Getting the best possible situations out of Liquor/Tobacco Companies – Yearly Contracts, Best possible rates and rebates, Trade Schemes, Maintaining Visibility Index summing up to increased – Rupee Gross Margin
- Plano Gram – Design of Plano Gram and execution of the same across outlets
- Product Master Development – Development of product masters and continuous modifications to maintain range and assortment. Keeping track of non performing SKU and delisting to accommodate new/fast moving SKU.
- New Outlets – Identification of new potential locations, Planning and execution towards opening new Liquor stores
- Sales - Planning on meeting assigned targets region wise and execution of the plan towards achieving the same
- Operations – Maintaining proper coordination with Operations teams for smooth functioning – Receiving's, Promo Execution, POS/POI deployment etc
- Promotions Handling all Marketing and promotion activities for Liquor (Minimum promo on 20 SKU per outlet) across India – Design, Sourcing and Placement of all Promotion material – Signage Etc
- ATL - Handling all PR and Media related activity for Liquor– Press releases, Media

### Buying

### Key Achievements

- Successfully planned and executed new liquor outlets at our Hyper Markets in – Hyderabad, Mumbai, Bangalore and Pune
- Overachieved visibility targets by 60 %
- Reliance today the most looked up to modern retail for Liquor category in terms of Range assortment, Ambience, Value for money, exiting offers across categories
- Tobacconist – First retail in India to have exclusive Tobacconist, Planning and execution to set up at Hypers in collaboration with ITC

Merchandising Manager

March 11 – Dec 2012

Liquor and Tobacco

Spencer's Retail Limited

### Key Achievements

- Increase in overall Liquor Sales on date by 55 % over the base volume of 2010
- Concept and Organized the Spencer's National consumer choice domestic Wine awards as regular annual activity
- Overall In charge for Buying, Sales, Inventory Control For Liquor and Tobacco
- Successfully met all branding targets across the country

Area Key Accounts Manager – Delhi NCR  
South Asia Breweries Pvt. Ltd. (Carlsberg Beer)

Sep 07 – Feb 2011

South Asia Breweries is a subsidiary of The Carlsberg Group, Denmark. The Company Equipped with four state of the art Greenfield Breweries has launched Carlsberg super premium domestic beer and Okocim Palone Strong Beer and Tuborg Beer.

#### Key Achievement

- Have successfully placed Carlsberg beer at all target Outlets in Horeca Channel, Private Liquor vends and Modern Trade Outlets Delhi
- Implemented promotions at various high profile Stand Alone Restaurants and Hotels in Delhi
- Brokered Volume commitment and branding tie ups in premium Outlets
- Ensured quick depletion at Outlets for high secondary sales and have played a crucial role in instilling a high level of confidence in the brand in Delhi On and off premise Trade.
- Design, Sourcing and placement of all Signage's, other product promotion collaterals

Area Channel Manager – Delhi  
Hindustan Coca Cola Beverages Pvt. Ltd.

May 05 – Aug 07

Hindustan Coca Cola Beverages Pvt. Ltd. is a wholly owned bottling subsidiary of the Coca Cola India Inc. engaged in Bottling, Marketing and Sales of Carbonated Soft drink Beverages – Coca Cola, Sprite, Fanta, Limca, Thums Up and Mazza Etc in India

#### Job Profile

- Coordinating and Managing Marketing initiatives and Sales for Channels – HORECA (Hotels, Restaurants, Bars and Clubs), Entertainment (Cinema, Malls) and retail Eating and Drinking Channel (Food Joints)
- Leading a team of 7 executives dedicated to different sub channels – Setting and achievement of Sales Targets, Meeting all standards of Market activation standards as set by Company.
- Planning and execution of all Trade Marketing promotions and product branding initiatives, Implementation of Retail and Key Account branding
- Coordination and negotiation with external agencies – PR, Advertising and event Management for all ATL and BTL activity - Communicating brief, finalizing the creative through advertising agencies
- Route To Market – Planning to maximize efficiency and reduce costs for the distribution Network to Key Account Trade.

#### Key Achievements

- Key Accounts handled exited Dec 2006 at 15 % increase over base Volume 05 and are at a 30 % growth in this fiscal
- Successfully implemented retail promotions like – Khane Ke Saath Cola Changa, featuring Aamir Khan, Coke Piyo Sona Jeeto in Delhi Eating and Drinking retail Channel
- Achieved highest score for Retail Market Activation (Product Branding initiative) for 1st quarter 2007.
- Successfully implemented Internationally acclaimed Coca Cola Business models in Horeca and Cinema channel resulting in increased Sales, Brand Visibility and Trade satisfaction
- Revenue Growth Management – Converted most of the High Volume Accounts into selling a higher proportion of high GP packs – Cans increasing Profits
- Converted Major Accounts serving competition products into exclusive Coke monopolies – Park Hotel, Gymkhana Club, Oberoi hotel Metropolitan Nikko etc

#### Manager Trade Marketing - North India

Kyndal India Pvt. Ltd.

March 03– April 05.

#### Job Profile

#### Advertising – Market Communication

- Custodian of Brand Equity through effective communication to market of all available products & services.
- Ensuring quality merchandising at all customer touch points like Retail Stores, Horeca through conventional & innovative ways.
- Enhance brand preference through promotions amongst relevant set of potential customers
- Creative designing & coordination with Advertising agency for all kind of market communications.
- Advertising - Local Press & Electronic Media
- Communicating brief, finalizing the creative through advertising agencies
- Liaison with Press for the dissemination of information about our product & services.

#### Outdoor Visibility & Signage

- Planning & timely implementation of all forms of Outdoor Advertising through innovative & cost effective mediums.
- Coordinate input for creative briefs, selection of sites & managing logistics of printing material (soft, hard & glow signs)
- Budgeting, Planning & calculating costs attached to various campaigns for optimize budget utilization.
- Deployment plans based on competitive outdoor presence & understanding of local outdoor media consumption.

#### Events & Promotions

- Conceptualization the promotional activities like various sponsorships, participation in exhibitions and Community Events

#### Market Intelligence and developing vendor network

- Regular Market Surveys on Visibility Index
- Maintaining Brand Salience with competition & developing Strategies to enhance it.
- Monitoring competition activities & preparing MIS and implementing response for the circle.
- Developing vendors network across circle to reduce turnaround time.

#### Budgetary Control & Planning

- Controlling Budget & Planning the Activities & Promotional schemes and Maintaining MIS on monthly and yearly track of budgets for Optimum utilization.

#### Revenue enhancement & other responsibility

- Analysing Subscriber Trends (growth, usage & net additions etc) and suggest response to

market.

- Regular Market Surveys & visits on New Product Launches to get an insight about the product feed back.
- Devising & implement impact innovative product promotions that result in – Increase customer acquisition

## Additional Information :

Assistant Manager Sales, Delhi NCR

Kyndal India Pvt. Ltd.

Jan 02 – Feb 03

Kyndal India a wholly owned subsidiary of Whyte and Mackay, UK represents Beverage Alcohol products – Absolut Vodka, Vladivar Vodka, Bolls range of Liqueurs, Remy Martini, Whyte and Mackay Scotch Whisky, Jim Beam Bourbon and Single Malts Dalmore and Isle Of Jura in India

Job Profile

Effecting Sales of the above mentioned products in Delhi and NCR through distribution network

- Maintaining Weekly/monthly Sales and Competitor activity reports.
- Identifying on premise outlets for product brand promotion and implementation of the same.
- Responsible for branding at institutions at Delhi and OFF premise outlets at Gurgoan and Noida.

Key Achievements

- Successfully managed brand promotion activity for Malts Isle Of Jura and Dalmore and Absolut at Olive Bar and Kitchen, Geoffrey's, Bed Lounge, Dublin, Voda Lounge, Ricks etc
- Introduced and implemented Absolut Flavor Cocktail festival at various outlets at Delhi
- Brokered volume commitment deals for Absolut and Whyte and Mackay at key institutions at Delhi and NCR

Educational Qualification

PGDBM, Indian Institute of Planning and Management, New Delhi 1999-2001

B. A (Hons), History, University of Delhi 1996-1999

Major projects undertaken during PGDBM

Project on Brand positioning strategy of United Breweries

A project on comparison of marketing strategies of McDowell & Company Ltd. And Shaw Wallace & Co. Ltd.