



CURRICULUM-VITAE

MAHESH KUMAR GUPTA

**Add- 551Ka/373, Azad Nagar, Hasnapur Road,
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CAREER OBJECTIVE:

To Work as a team and take responsibilities as an efficient leader and use my experience and skills that in turn benefits the organization, Society and self.

PROFESSIONAL ABSTRACTS

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- ✓ Worked with Auditor from June 2005 to date May 2008 in Kamod & Associates (Client – PepsiCo India Holding Pvt. Ltd.)
 - ✓ Hands on experience in DBR Claim Audit, Market Audit, Leakage Breakage Claim, Card Account.
 - ✓ Experience in conducting the Physical Verification of PepsiCo India Holding Pvt. Ltd warehouses & SS point at Bharti Airtel Limited.
 - ✓ A competent professional with one year experience in Distribution & Logistics Management in PepsiCo India Holding Pvt. Ltd.

PROFESSIONAL ABRIDGEMENT

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- ✓ Graduation (Economics) from Kanpur University, with more than 4 years sales in marketing Retail Operations, Distribution Management, Client Relationship Management and Team management.
 - ✓ Extensive experience in exploring and developing new markets, dealers, accelerating growth & achieving desired sales goals.
 - ✓ Experience in implementation of marketing/ sales promotion plans for business generation.

- ✓ A skilled communicator with exceptional presentation skills in leading cross-functional teams and establishing beneficial relationships.

BUSINESS DEVELOPMENT

- ✓ Analysing business potential, conceptualizing & executing strategies to drive sales, augment turnover and achieve desired targets.
- ✓ Monitoring competitor activities and devising effective counter measures.
- ✓ Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.
- ✓ Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies.

REGIONAL HEAD MANAGER

- ✓ Exploring potential business avenues to penetrate new markets and expand existing clientele.
- ✓ Analysing latest marketing trends and tracking competitor's activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ✓ Client Relationship Management
- ✓ Ensuring customer satisfaction by achieving delivery & service quality norms.
- ✓ Maintaining cordial relations with customers to sustain the profitability of the business.
- ✓ Providing value added customer services by attending customer queries and issues.

RETAIL OPERATIONS

- ✓ Implementing sales promotional plans and new concepts to generate increased sales for achievement of revenue targets.
- ✓ Coordinating the promotional activities for new releases & special products.
- ✓ Managing Customer Relationship including interaction with customers for effective resolution of customer grievances and obtain feedback.

DISTRIBUTION MANAGEMENT

- ✓ Identifying/networking with financially strong/ reliable dealers, resulting in deeper market penetration and reach.
- ✓ Evaluating performance & monitoring distributor sales and marketing activities.

- ✓ Monitoring dealer sales & marketing activities; implementing strategies to maximize sales.
- ✓ Planning, organizing & conducting training & development programs.

TEAM MANAGEMENT

- ✓ Leading & monitoring the performance of team members to ensure efficiency and meeting of individual and group targets.
- ✓ Identifying & implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.

REGIONAL HEAD MANAGER

LEHAR FOODS PVT LTD (PEPSICO INDIA)

- ✓ June 2012 to April 2013 Lucknow Area, India

Career Highlight

- ✓ Worked with Institute of environment and management May 2014 to date 2017 SEP as a Training & placement officer. ·
- ✓ To look after the training and placement activities of students.
- ✓ · To have close liaison with industry for placement of students
- ✓ · To work in consultation with Coordinator Industry Institute Interaction for organizing lectures from the professionals from industry.
- ✓ · To collect feedback from the companies coming for placement.
- ✓ · Arrange Training programmes for soft skills and for interview facing skills for the students using institutional and external expertise.
- ✓ · To organize the entrepreneurship workshops.
- ✓ **Career Highlight**
- ✓ Worked with Garha Bhandar as a Sep 2017 to date 2020 October. as a ASST. MANAGER

Retail Abridgement

- ✓ Monitor sales levels to determine product volume adjustments, replenishments and allocations
- ✓ Identified and documented sales opportunities through networking, internet research and cold-calling
- ✓ Provided Trademark Customer Service to both DIY/Retail and wholesale customer
- ✓ Executed local consumer marketing programs to increase foot traffic and build sales
- ✓ Ensured compliance with safety and loss prevention policies
- ✓ Assist in the supervision of four hourly employees while making certain they perform at their highest level
- ✓ Oversee the daily operation, service and development of a retail telecommunications store

- ✓ Perform store opening and closing duties, rebooting sales system, starting cash registers and setting all alarms.
- ✓ Assess and discuss client needs by establishing rapport, building trust, and closing sales deals on new equipment
- ✓ Ensure the proper set up and installation of any sold products according to client's requests and specifics
- ✓ Maintain a daily and weekly inventory of all cash, credit card, gift card and return transactions served at the store
- ✓ Input, modify, approve and report all financial transactions to the [company name] accounting system for weekly invoicing
- ✓ Provided exemplary customer service to all patrons and staff of retail businesses.
- ✓ Responsible for opening and closing several retail operations.
- ✓ Trained, managed and supervised a team of up to ten employees, volunteers and community service personnel.
- ✓ Scheduled employee work hours, resolved conflicts as well as assisted them with their professional growth.
- ✓ Presently working Luminous FSO role in Fans & Lighting Division from 11th November 2020 to till date....
- ✓ Reaching and exceeding the targets and goals agreed for the Inside Sales Account Management Team
- ✓ Reporting on sales results, pipeline and activity on a weekly/monthly and quarterly basis, having implemented accurate forecasting metrics with the sales team, mastered reporting capabilities and devised productivity benchmarks
- ✓ Actively identifying growth opportunities to deliver revenue requirements through the creation and implementation of a sales strategy for each Account Manager
- ✓ Attract and develop high calibre talent and retain high performing individuals
- ✓ Create and implement development plans for each Account manager, acting as a coach to guide and advise individuals on their career progression in parallel to the day to day management of their actions and activity
- ✓ Increasing business opportunities through various routes to market
- ✓ Monitoring your team's performance and motivating them to reach targets
- ✓ Coaching your team through pro active deal, opportunity and segment analysis
- ✓ Delivering increased sales skills

- ✓ Work collaboratively with specialist segment personnel to achieve strategic aims of the Organisation
- ✓ Effectively manage all direct reports and ensure all team members are knowledgeable on products, industry trends, customers and competitors
- ✓ Keeping up to date with products and competitors
- ✓ To undertake any other reasonable duties as requested by your Sales Director
- ✓ Revenue responsibility & reporting
- ✓ Sales process & sales effectiveness
- ✓ Coaching to support team and individual development
- ✓ Honest & ethical management
- ✓ Self motivation, ownership and successful sales track record
- ✓ Commercial acumen & behaviours
- ✓ Initiative and enthusiasm – self reliance & self motivation
- ✓ Excellent communication and 'people skills'
- ✓ Planning, reporting and analytical skills
- ✓ Sales management experience
- ✓ Management of team in excess of 6 team members
- ✓ Exposure to subscription based information space
- ✓ Wide legal network
- ✓ Degree level is desired

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ACADEMIC CREDENTIALS

- ✓ High School passed from U.P. Board with IInd Div. (53.33%) in the year 2003.
- ✓ Intermediate passed from U.P. Board with Ist Div. (64.00%) in the year 2005.
- ✓ B.A. passed from Kanpur University with IInd Div. (49.99%) in the year 2008.
- ✓ MA Passed from Kanpur University with 1Ind Div (52%) in the year 2017
- ✓ PGDMSM from IEM with 1st Div in 2018.
- ✓ MBA Pursuing from Shobhit University.

ADDITIONAL QUALIFICATION

- ✓ Advance Diploma in Computer Application (One year).
- ✓ Computer knowledge in Microsoft office (Excel , Powerpoint, Word Etc).

COMPETENCIES

- ✓ Fast Learner.
- ✓ Positive Attitude.
- ✓ Meaningful Achiever.
- ✓ Friendly with an upbeat Attitude.

INTEREST

- ✓ Watching Social Programs, sports, News, Movies and Facts Based documentaries.
- ✓ Reading News Paper and Current Affairs Magazines, Doing Physical Exercise.

PERSONAL DETAILS

- ✓ Father's Name : Shri Shyam Lal Gupta
- ✓ Mother's Name : Smt. Kavala Pati Gupta
- ✓ Date of Birth : 03rd Sept, 1987
- ✓ Nationality : Indian
- ✓ Language Known : Hindi & English
- ✓ Marital Status : Married
- ✓ Sex : Male

DECLARATION

I hereby declare that the above mentioned facts are true to the best of my Knowledge.

DATE:-

PLACE: LUCKNOW

(MAHESH KUMAR GUPTA)