

T. Sandeep Kumar

Exports sales & marketing | Distributor's Management | Supply Chain.

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Results-driven sales professional with 18 years of international sales in the FMCG industry, with proven expertise in distributor management and a strong understanding of operations & supply chain.

SKILLS : <ul style="list-style-type: none">◦ Business Development◦ Brand management◦ NPD◦ Key Accounts management.◦ Sales Channel management.◦ Market research and analysis.◦ Strategic planning◦ Lead generation◦ Execution of ATL & BTL◦ Collaboration with cross functions.◦ Driving sales◦ Registration and regulatory compliance◦ Product listing/enlistment.◦ Distributor Management.	JOB PROFILE: <ul style="list-style-type: none">▪ Handling Global Markets▪ Managing of complete export marketing activities. Preparing the Budget plan Country wise, Product wise, Volume wise & Value wise.▪ Identifying New Markets, developing existing Markets.▪ Preparing Stock & sales statements, Collecting the Primary, Secondary and Off take sales details SKU wise, Month wise and Market wise. Order follows up and payments follow up.▪ Market mapping, Understanding the Value chain of the Market and promoting the products.▪ Handling of Customized artwork, Common artwork.▪ Handling of ATL, BTL activities and generating the broadcast analysis reports and analysing the sales▪ Product benchmarking.▪ Deft in Managing the wide spectrum of tasks including sales, Finance, Commercial, Inventory, Logistics, Dispatch across the supply chain.▪ Collaboration with like APEDA, SPICES BOARD, ECGC.▪ Order Planning and execution, collaboration with CHA and Forwarder.▪ Addressing the operational issues with respect to sales and resolving performances bottlenecks and achieving desire objectives.
BRAND HANDLE: <ul style="list-style-type: none">• Godrej Jersey• Elite.• Bambino.• Medimix.• Amulya.	Assistant General Manager (Lead Exports): Cream line Dairy Products Ltd.- GODREJ (Dec 2022- Present) <ul style="list-style-type: none">• Managing complete exports activities. Started business from the scratch, Handling of global market. Preparation of Export Sales Budget. Promoted Godrej Ghee in 15 countries in a span of 22 months.• Exported Paneer and Curd through Air Shipments to Singapore in a span of 3 Months. Participating in International food exhibitions. Generated the licences in time.• Responsible for complete sales and promoting products in international markets & Market mapping, Value chain.• Identifying and appointing the distributors in global market.

COUNTRIES TRAVEL: <ul style="list-style-type: none"> • UAE & Oman • Malaysia • Brunei • Indonesia • Singapore • Vietnam • Thailand • Sri Lanka • Uganda 	Assistant General Manager (Head Exports): Elite Green Pvt. Ltd – ELITE (Jan 2020 -November 2022) <ul style="list-style-type: none"> • Identified 3 new markets 20-21, appointed new distributor in existing market 21-22. Developed private labels. Shown the growth of 27.77 % in Sales. In a span of 3 years. • Handling of global market. Preparation of Export Sales Budget along with ATL & BTL budget. • Achievement of overall sales budget (Country wise and Category wise Volume/Value) monthly/quarterly/annually.
PRODUCTS HANDLED: <ul style="list-style-type: none"> • Staples • Wheat based • Spices, Blended Spices • RTE • Dairy & Confectionery • Personal care 	Senior Manager Exports and Imports. (2017- Jan 2020) Manager Exports – (2014-2017) Bambino Agro Industries Limited –Bambino (December 2014 -Jan 2020.) <ul style="list-style-type: none"> • Appointing of new distributors in existing markets. New Product development, promoting the product in Markets. Shown the growth of 25% in sales. • Launched Atta successfully, Entered 7 Asian countries. 2 Africa markets. • Identifying New Markets. Developing existing Markets.
EXPERTISE MARKETS: USA, CANADA, GCC, EUROPE, AUSTRALIA, ASIA & AFRICA.	Assistant Manager Exports. Cholayil Pvt Ltd - Medimix (September 2013 -Dec 2014.) <ul style="list-style-type: none"> • Handling of export sales & marketing activities. Exporting Soap, Body Wash, Face Wash to Middle East, South East, Far East, Europe, North America and Australia. • Handle business value of 16 Cr, Distributor’s management. • Handling of ATL and BTL activities.
EDUCATION DETAILS: M.B.A-Swami Vivekananda P.G. College- 2007	International Trading Manager Heemankshi Bakers Pvt Ltd – Amulya (2010 to August 2013) <ul style="list-style-type: none"> • Handled exports of Biscuits & wafers to Africa, GCC & Latin America. • Handling of Merchant Exporters & Private labels.
Date of Birth: 06/08/1982. Marital Status: Married. Address: Yaprul, Hyderabad	Store Manager: Sumadhura Pvt Ltd, “East Africa – UGANDA” (November 2009 to 2010.) <ul style="list-style-type: none"> • Handling of stores activities, arranging material nearby countries like Congo, Rwanda, Burundi and South Sudan. Inventory Management.
	Inventory Executive: DHL Supply Chain (June 07 - November – 09) Responsible of End to end warehouse management. Inventory management.

