



Strategic Business Leader | Senior Sales & Distribution Executive |
FMCG Expert | 21 Years Of Success In CPG Growth & Transformation

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A highly accomplished Business Strategist with 21 YEARS OF EXPERTISE in Consumer-Packaged Goods (CPG), delivering remarkable results in the competitive sectors of Foods, Beverages, and Personal Care. Proven success in driving transformation and growth across General Trade (13 years) and Key Accounts (8 years), leveraging deep industry insights and a collaborative approach with senior leadership teams and regional sales units. A visionary leader ready to take on senior-level assignments, bringing unmatched expertise in sales and distribution management, strategic planning, and business transformation in the FMCG space, handling businesses of significant scale and complexity.


Managed
INR 1000 CRS

Currently leading as the General Sales Manager for Hindustan Coca-Cola Beverages in Telangana, spearheading strategic initiatives and managing a business portfolio of INR 1000 crores.

Demonstrated a track record of success in developing and executing route-to-market (RTM) strategies, category growth, and revenue enhancement across multiple sales channels in both General Trade and Modern Trade.



Experienced in leading large teams across South and West India as a Regional Sales Head, and successfully scaled national-level RTM strategies, while aligning with company goals for profitability and market penetration.

With a strong P&L management acumen and expertise in category management, budgeting, and process optimization; consistently delivered on volume and value targets, expanding distribution networks and enhancing operational efficiency.



Recognized for building business models and teams from the ground up, driving exceptional value through strategic planning, trade marketing, and customer collaboration.

Successfully drove market share gains and expanded distribution by conceptualizing and executing BTL activities, launching new brands, optimizing category performance, and enhancing sales force efficiency, resulting in improved KPIs and stronger market execution.



Proven success in leading large, cross-functional teams, mentoring and developing talent at all levels, and building future leaders through coaching. Recognized for driving results, promoting team engagement, and motivating teams to achieve high productivity and excellence.

Accolades include over 25 prestigious awards, such as "Best Team in the Country," "Best Zone in the Country," and "Execution Premier League," reflecting a history of top-tier performances.





2017

PRESENT

HINDUSTAN COCA-COLA BEVERAGES PRIVATE LTD HYDERABAD

- General Sales Manager
Telangana Upcountry
- National Manager
'Route-to-Market' Strategy
- Sr. Zonal Manager
Key Accounts & Commercial Beverages
- Zonal Key Accounts Manager



2015

NUTRICIA INTERNATIONAL PVT. LTD. (A DANONE COMPANY) HYDERABAD

- Senior Zonal Sales Manager
South India Region
- Zonal Sales Manager
Route to Market – South India & West India Regions



2008

KELLOGG INDIA PVT. LTD.

- Regional Trade Marketing Manager
- Regional Key Accounts Manager
Modern Trade, CSD & HoReCa
- Area Sales Manager



2008

DABUR INDIA LTD., 'TELANGANA UPCOUNTRY DISTRICTS'



2004

NESTLE INDIA LTD., HYDERABAD

2003

HYDERABAD BEVERAGES KURNOOL

FINANCIAL ACCOUNTABILITY & OPTIMIZATION



P&L Accountability
& Optimization



Budgeting &
Financial Planning



Revenue Growth &
Profit Maximization

STRATEGIC PLANNING & MARKET ANALYSIS



Strategy
Planning



Market Share Analysis &
Opportunity Assessment



RTM Strategy
& Execution

KEY DELIVERABLES

APRIL 2017 - PRESENT

HINDUSTAN COCA-COLA BEVERAGES PRIVATE LTD., HYDERABAD



GENERAL SALES MANAGER – TELANGANA UPCOUNTRY

- Accountable for INR 1000 crores topline in annual revenue while driving strategic business initiatives and operational income growth.
- Achieved 1.4% points market share/gain, as well as attained all time high market share, securing Coca-Cola’s leadership position in Telangana despite intensified competition.
- Increased numeric distribution by 3.1 percentage points, driving double-digit growth by optimizing Route to Market strategies, enhancing distribution, and identifying whitespace opportunities across retail and wholesale channels, reversing a 4-year CAGR of 2%.
- Enhanced availability and same-store growth by driving execution excellence, achieving significant gains in key metrics such as recruitment pack penetration and Right Execution Daily (RED).
- Spearheaded digital transformation initiatives, implementing solutions such as Coke Buddy (eB2B), DMS-Lite in rural markets, image recognition, and SFA-2.0 to enhance availability, boost sales efficiency, and improve operational effectiveness.
- Drove industry growth by expanding product categories, increasing FMCG outlet penetration, and boosting household penetration, leading to significant availability gains and enhanced per capita consumption.
- Led the deployment of over 3,000 cold drink equipment, boosting chilling penetration from 45% to 53%.
- Expanded distribution with the addition of 50 new fleet vehicles, 20 distributors, and 50 field sales agents, building the necessary infrastructure to support market growth.
- Led a high-performing team of 243 members, including 5 Area Managers, 36 Team Leaders, and 200+ sales representatives (3rd party), ensuring seamless execution of sales and distribution strategies.
- Achieved category mix expansion with focus / premium brands such as Coca-Cola, Monster, and Pulpy Orange, enhancing product portfolio contribution.
- Drove initiatives for diverse channels like grocery, dining, and cinema, ensuring effective market penetration.
- Recognized by senior management for exceptional performance, with the team winning sales force contests for three consecutive quarters in 2024.

	ACCOUNTABLE INR 1000 CR TOPLINE IN ANNUAL REVENUE	RECOGNIZED FOR EXCEPTIONAL PERFORMANCE FOR WINNING SALES CONESTS 3 CONSECUTIVE QUARTERS 	 ACHIEVED EXPANSION WITH PREMIUM BRANDS  3,000 DEPLOYED COLD DRINK EQUIPMENT boosting chilling penetration from 45% to 53%.
DOUBLE DIGIT GROWTH FROM A 4-YEAR CAGR OF 2%	LED 243 MEMBERS		

AS NATIONAL MANAGER FOR ROUTE-TO-MARKET STRATEGY | JAN 2022 - SEPT 2023

- Achieved market share gains and improved numeric/weighted distribution through state/district-level initiatives.
- Developed and executed RTM transformation models, reviving underperforming districts and optimizing the Cost-to-Serve by 1.9%.
- Introduced the ‘4-Box’ model, enhancing distributor sustainability and reducing attrition, driving long-term partnerships.
- Redesigned front-line manpower structure as well as FOS (Feet-on-Street) requirements, optimizing field sales initiatives and regulating governance models and KPIs.
- Achieved seamless coordination across departments by collaborating with senior management, the Singapore office, and regional teams to align strategy with execution.
- Delivered actionable insights and identified opportunities by analysing and correlating external and internal data, driving strategic action plans for the sales teams.
- Earned recognition as a ‘High & Excellent Performer’ for exceptional contributions to RTM strategies and business performance.

AS SENIOR ZONAL MANAGER, KEY ACCOUNTS & COMMERCIAL BEVERAGES – AP, TELANGANA, & ODISHA ZONE
JAN 2019 – DEC 2021

- Consistently exceeded business plans and KRAs, driving strategic vision and collaboration with internal and external stakeholders to achieve excellent CAGR.
- Conceptualized and implemented initiatives that delivered growth across emerging channels like B2C, B2B, e-commerce, cinemas, hotels, airports, railways, and institutions.
- Secured joint-business plans with major customers like Reliance Retail, DMART, METRO, Walmart, Asian Cinema, Forum Mall, and Paradise Hotels, showcasing exceptional customer management skills.
- Doubled operating income by gaining market share, implementing “Occasion–Brand-Pack-Price-Channel” Initiatives, and acquiring over 350 new customers.

- Increased market share by +8 percentage points, the highest in the country, by driving sales of premium and high-profit packs through consumer promotions and a focus on key categories and products.
- Secured the "No.1 Zone" position for four consecutive years, achieving a +1.5x increase in AC Nielsen audit scores by training teams and implementing streamlined processes.
- Generated incremental sales of 6% by spearheading category and product development initiatives.
- Led and mentored a team of 137 members, promoting 5 team leaders to managers, 2 merchandisers to team leaders, and 8 members clearing assessments.
- Consistently rated "Excellent or Successful Performer" and won prestigious awards such as "Lords for Lords," "Baahubali," "Sultan of Monsoon," and "Execution Premium League."

TEAM LEADERSHIP & OPERATIONAL EFFICIENCY



High-Performing Team Leadership



Process Improvement & Operational Efficiency



Trade Marketing & Business Development



Stakeholder & Customer Collaboration



Category Management & Development

MARCH 2015 - FEBRUARY 2017

NUTRICIA INTERNATIONAL PVT. LTD. (A DANONE COMPANY), HYDERABAD



- Increased market share by 2.4 percentage points and revived business to double-digit growth through the formulation and execution of effective strategies, earning appreciation from senior management.
- Expanded numeric distribution across South and West India through strategic route-to-market (RTM) initiatives, including enhanced coverage models and improved frontline productivity.
- Improved weighted distribution significantly by implementing below-the-line (BTL) activities, including visibility programs, trade schemes, and customer loyalty initiatives.
- Boosted market execution scores by 13 points in AC Nielsen audits through rigorous team training and simplified, effective processes.
- Led and coached a large team of 174 members, including 7 managers, 36 sales officers, and 131 merchandisers, resulting in enhanced team performance and execution standards.



2.4%

MARKET SHARE



EXPANDED NUMERIC
DISTRIBUTION ACROSS
SOUTH & WEST INDIA



LED &
COACHED
174 MEMBERS



BOOSTED MARKET EXECUTION
13 PTS IN AC NIELSEN AUDITS

OCTOBER 2008 - MARCH 2015

KELLOGG INDIA PVT. LTD.



- Doubled key accounts business with a 26% CAGR over four years by managing B2C, B2B, HoReCa, and institutional channels across the South India region.
- Gained 2.6 percentage points in market share by analyzing share data, executing BTL activities, and driving numeric and weighted distribution growth.
- Piloted and scaled several cost-effective consumer promotions and B2B activations, increasing category penetration by 3% points through initiatives like 'Breakfast Fest' and 'Power of Breakfast'.
- Managed modern trade accounts at national level; negotiated & closed Contracts, JBP, Visibility, Activations, Power-Plays etc. with Metro C&C, SPAR, Ratnadeep, Lulu, Nilgiris, Saravana, Heritage, Vijetha.
- Enhanced market execution and retail standards through weekly visibility drives, PoS activations, and promotions, resulting in improved market performance and consumer engagement.
- Successfully launched the 'Choco-Fundoo' brand and executed demand generation activities, tracking offtake to ensure market penetration.
- Transformed a previously underperforming team member from Performance Improvement Plan (PIP) status to top-performer status through targeted mentorship.
- Led a large team of 187 members, including 7 managers and 13 sales officers, optimizing team efficiency and execution.



2X KEY ACCOUNTS BUSINESS
26% CAGR FOR 4 YRS
MANAGING B2C, B2B, HORECA

SUCCESSFULLY LAUNCHED
CHOCO-FUNDOO



MANAGED MODERN
TRADE ACCOUNTS
NATIONAL LEVEL

JANUARY 2008 - SEPTEMBER 2008

DABUR INDIA LTD., 'TELANGANA UPCOUNTRY' AS TERRITORY MANAGER

- Achieved a 31% annual growth rate by expanding distribution, implementing strategic market initiatives, and appointing 35 sub-stockists to optimize coverage and efficiency.

JUNE 2004 - DECEMBER 2007

NESTLE INDIA LTD., HYDERABAD AS SENIOR SALES OFFICER

- Achieved a CAGR of 14% and consistently met 102% of sales targets by effectively managing distributors and sales representatives.



CHANNEL MANAGEMENT
& EXPANSION



GENERAL TRADE
MANAGEMENT



KEY ACCOUNT
MANAGEMENT

SEPTEMBER 2003 - MAY 2004

HYDERABAD BEVERAGES, KURNOOL AS CUSTOMER EXECUTIVE

- Increased business by 18% and surpassed sales targets by achieving 103%, leading a team of 12 distributors and sales representatives



2003 | MBA

MARKETING & HUMAN RESOURCES
MANAGEMENT | OSMANIA UNIVERSITY