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Design: Key Account Manager, Eveready Industries India Ltd**Department: Sales & Marketing****Academics**

Course	Institute & University	Year of Passing	CGPA/Percentage
PGDM-Marketing	Welingkar Institute of Management Development & Research, Mumbai University	2017	66.82
B.Tech – Production Eng.	College Of Technology, G.B.Pant University Of Agriculture and Technology, Pantnagar, Uttarakhand	2015	63.92
12 th H.S.C.	A.V Birla Institute Of Learning, Distt. Nainital, Uttarakhand, CBSE Board	2010	76.20
10 th S.S.C.	A.V Birla Institute Of Learning, Distt. Nainital, Uttarakhand, CBSE Board	2008	80.00

Work Experience/Internship (6+ Years of Work Experience)

- Key Account Manager- FMCD sector -Eveready Industries India Limited, Mumbai (16th Jan'23- Present):** I am handling key accounts of modern trade such as Reliance Retail, Tesco-Star Bazaar, Landmark-Spar and Wellness Forever. I am responsible for ensuring the achievement of top line and bottom-line targets along with the new product launches in the category.
- Key Account Manager- FMCG -Cholayil Pvt Ltd. (Makers of Medimix), July'21- Present (18+ Months)**
I am handling a 35 Cr annual portfolio of personal care brands "Medimix" & "Cuticura" of Cholayil Pvt Ltd. for the pan India B2C- Modern trade & Ecommerce Chains. Brand "Medimix" is present across Soap, Handwash, Bodywash, Facewash, Intimate Hygiene Wash, Shampoo & Conditioner categories. Brand "Cuticura" is present across Deos, Talc and Soap categories. My key Modern trade and ecommerce chains accounts are Reliance Retail, Tata-Star Bazaar, More Retail Ltd, Wellness Forever, Bigbasket, Zepto, Reliance E-commerce(Jiomart B2B) and Nykaa-B2C/B2B.
I had below mentioned deliverables in my role as a KAM:
 - To develop and successfully implement the commercial plan and expand brands "Medimix" & "Cuticura" position with and assigned customer by preparing, negotiating and executing the business plans
 - To launch new product-NPI/ Categories with the modern trade and ecommerce partner.
 - Manage pricing within the Gross to Net Framework, Assortment management, Forecast accuracy in conjunction with supply chain function
 - To work with cross functional colleagues in order to evaluate, plan & execute appropriate promotional and in store visibility activations
 - To proactively resolve the commercial grievances with the MT chains & ecommerce partner
- Key Account Manager- Modi Naturals Limited, Sept'20- June'21 (9 months)**
I was handling a 25 Cr portfolio of brand Oleev-a premium branded edible oil and Pipo popcorn. I was responsible for the end-to-end business growth of the major Modern trade accounts such as Reliance Retail, More Retail Limited, Star Bazaar and Patel Retail.
- National Category Manager- FMCG (Personal Wash), Reliance Retail Limited, May'2019- Aug'2020(15 months)**
I was handling a 100 Cr portfolio of Non-Food FMCG- Personal Wash category in Reliance Fresh/Smart/ Jiomart platform (Modern Trade). In Personal Wash, I took care of Soaps, Hand wash, Hand Sanitizers and Shower gel Category. I was having the below key responsibility areas during my tenure:
 - To achieve annual sales budget, ensure the double-digit positive LTL growth (margin improvement & top-line increment). Negotiating with vendors and closing long term investment plan, maintaining 95% in-stock inventory level and creating stage gate plan for private label.
- Assistant Category Manager- General Merchandise-Home Needs and Upkeeps, Aditya Birla Retail Limited, Mumbai, June'2017 – May'2019 (24 Months)**
 - Assistant Category Manager: I handled a portfolio of 50 Crores business for General Merchandise-Home Needs & Up keeping category-cooking ware, Utensils, Kitchen implements and Flatware. I understand the basics of category management and supply chain.
 - I started my career as a Management Trainee, underwent 9 months of field training program known as "Retail Leadership Program (RLP)" at Hyderabad. In my RLP stint, I learnt the nuances of retail operation, visual merchandising, marketing and in-store activation. I also worked as Store Manager for More Supermarket, Jubilee Hills at Hyderabad, Telangana.
- Space Optimization Project –** As a MT project, I developed Planogram for super fresh category (Bakery, Dairy & frozen) based on CDT and contribution margin for Kerala Supermarkets. The project was later rolled out for the entire 510 supermarkets and 20 Hypermarkets, Mumbai-Head office.

Projects & Achievements

- Awarded as "Best Category Manager-2020" from Hindustan Unilever Limited, India
- Jiomart live Project: To ensure assortment listing, promo-activation and enrichment of Home and Personal Care category at Reliance-Jiomart

Language & Hobbies

- Playing & Badminton

TECHNICAL SKILLSETS: Advance Excel, SAP, Infor WMS, CATIA, RMS, TABLEAU, SPSS

Date: 01-07-2023