

BHARATH R

SALES SUPERVISOR

CONTACT

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PROFILE SUMMARY

Dynamic and results-oriented Sales Supervisor with 3 years of proven success in FMCG, B2B, and B2C sales across Indian markets. Adept at leading teams, driving revenue growth, launching new products, and building strategic client relationships. Demonstrated ability to exceed targets and KPIs, supported by strong technical, data judgement and CRM expertise. Holds an MBA in Marketing & HR and recognized for innovation, customer satisfaction, and effective leadership.

EDUCATION

2021 - 2023

ANNA UNIVERSITY

- Master of Business Management
- CGPA: 8.2

2018 - 2021

MADRAS UNIVERSITY

- Bachelor of Commerce
- CGPA: 8.7

WORK EXPERIENCE

ITC LTD

04/2023 - 04/2025

Sales Supervisor

- Managed sales operations for assigned FMCG territory, achieving 16% annual growth vs. 10% target.
- Launched 3 new products, achieving >10% market share within 6 months.
- Secured 150+ new key accounts/retailer accounts, adding ₹5 lakhs monthly.
- Maintained 95% client retention rate and reduced bad debts through proactive account management.
- Oversaw BDA (Business Development Agreements), ensuring 100% compliance and timely renewals.
- Maintained growth in all the different set of categories which includes 800 SKU's
- Handled 6cr of business per month with a team of 20 members.
- Appointed two new distributors in the assigned region within the short span and increased sales without any market gap.
- Maintained 90% of market share in Atta and in certain SKU's from different category.

JUBILANT FOODWORKS LTD

08/2018 - 01/2021

Sales Officer

- Increases revenue by increasing sales by 8% as well as implementing new cost cutting ideas.
- Handling 300 customer per day and providing high customer satisfaction.
- Implemented NPI (New Product Introduction) strategies and tracked KPIs to ensure visibility and share of space.
- Managed inventory of nearly 100 SKU's on daily bases.
- Training new joiners and conducting employee engament activities on weekly bases.
- Maintained high customer retention rate through regular business reviews.
- Increasing customer bill value by up selling of products with proper relationship in short span of period.

SKILLS

- Relationship Building
- Adaptability & Flexibility
- Presentation
- Problem Solving
- Effective Communication
- Critical Thinking
- Critical Thinking
- Emotional Intelligence

LANGUAGES

- English: Fluent
- Tamil: Fluent
- Telugu: Fluent
- Malayalam: Basics

BRITANNIA INDUSTRIES LTD.

Sales & Marketing Intern

- Conducted market surveys and trade analysis to assess product availability and visibility across retail channels.
- Supported the regional sales team in executing promotional campaigns and launching new SKUs.
- Worked closely with distributors and retail outlets to ensure planogram compliance and stock rotation.
- Collected and analyzed consumer feedback to support marketing and product development strategies.
- Delivered a comprehensive internship report with actionable insights that contributed to route-to-market optimization.

AWARDS & ACHIEVEMENTS

- Best Sales Performance Award – FY 2024-25 (Achieved 106% of annual target)
- Customer Delight Award – FY 2020-21 (95%+ satisfaction rate)
- Innovation in Sales Strategy Award – for launching effective new sales initiatives
- Team Leadership Award – FY 2021-22 for developing and mentoring high-performing teams
- Best employee of the year 2024

TECHNICAL SKILLS

- CRM Tools: Salesforce, Zoho CRM
- MS Office Suite (Excel, PowerPoint, Word)
- Sales & Data Reporting Tools

CORE COMPETENCIES

- Territory & Channel Sales Management
- B2B/B2C Sales Strategies
- Product Launches & Promotions
- Key Account Acquisition & Retention
- CRM & Sales Reporting (Salesforce)
- Market Research & Competitive Analysis
- Team Leadership & Development
- Negotiation & Contract Management
- Strategic Planning & Execution

AVAILABILITY Immediately available for relocation or travel as required.