

DILIP PRASAD MANI

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PROFILE SUMMARY

A dynamic and results-driven experience in sales management, brand development, and business growth across diverse sectors such as modern trade, traditional trade and e-commerce. Expertise in driving top-line growth, leading high-performance teams, and executing successful sales and marketing strategies. Skilled in vendor management, inventory optimization, and cost control. Recognized for strong leadership, strategic planning, and relationship-building abilities.

CORE COMPETENCIES

- Sales Strategy & Management
- Brand Development & Marketing
- Key Account Management
- Team Leadership & Development
- Budgeting & Cost Control
- Vendor & Inventory Management
- Data-Driven Decision Making
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Sales Manager – Brand, Business Development & Marketing – International Agencies Co. Ltd (INTERCOL), Bahrain (Aug 2021 – Present)

- Lead sales and marketing for Danone – EVAI brands across Modern Trade, Traditional Trade, E-commerce, Airport, and HoReCa channels.
- Develop and execute strategic plans to achieve 20% year-over-year growth in revenue and market share.
- Collaborate with trade marketing and sales teams to ensure successful promotions and market activations, driving brand visibility.
- Manage relationships with key stakeholders and ensure compliance with contracts and agreements, optimizing company assets in all outlets.

Assistant Sales Manager – Modern Trade & E Com – Ahmadi Industries B.S.C© - PepsiCo (Bottler/Franchise), Bahrain (Nov 2018 – Jul 2021)

- Oversaw key accounts in hypermarkets, supermarkets, mini-markets, e-commerce, and public sectors, driving a 15% increase in sales volume.
- Led and developed a high-performing team of sales supervisors, executives, and sales merchandisers.

- Negotiated agreements, coordinated logistics for daily supply, and managed inventory levels to meet brand standards and demand forecasts.

Sales Team Leader – Modern Trade & E-Commerce – Hindustan Coca-Cola Beverages Pvt. Ltd., Chennai, India (Apr 2016 – Jul 2018)

- Directed sales operations for hypermarkets and department stores, achieving consistent growth in sales and customer acquisition.
- Managed a team of 14 market developers and coordinated with key accounts like Big Bazaar, Reliance Retail, Reliance Market, Spencer's, and Amazon.
- Implemented promotional strategies and ensured 100% adherence to merchandising standards.

Area Sales Executive – Key Accounts – ITC Ltd. (LRBD), Chennai, India (Jun 2013 – Mar 2016)

- Managed sales operations in large format retail stores, driving growth in revenue and brand visibility.
- Planned and executed new store setups, marketing proposals, and promotional activities, contributing to a 30% increase in new store sales.

Area Sales Manager/Sr. Sales Associate – Ingram Micro India Ltd., Chennai, India (Jan 2009 – May 2013)

- Developed business relationships with modern trade and key stores, focusing on high-margin product sales (Apple, SanDisk & Sony Ericsson).
- Spearheaded sales operations, including payment collections, account reconciliation, and inventory management, achieving top sales performance in the region.

Moto Manager / Moto Agent – Motorola India Pvt. Ltd., Coimbatore, India (Jul 2003 – Dec 2008)

- Led Motorola sales across zonal distribution channels, managing local key accounts and modern trade channels.
- Established and managed Shop in Shop (SIS) outlets, enhancing brand presence and customer engagement.

EDUCATION

- MBA in Retail Operations
- BBA in Marketing Management
- DEEE - Diploma in Electrical and Electronics Engineering

ADDITIONAL INFORMATION

- Languages: English, Malayalam, Tamil, Hindi

- Visa Status: Employment – Family Visa
- Driving License: Valid GCC - Bahrain
- Nationality: Indian
- Passport: Valid