

# Kshitij Raturi

Phone: +91 7895075181

Email ID: [raturikshitij@gmail.com](mailto:raturikshitij@gmail.com)

LinkedIn: [www.linkedin.com/in/kshitij-raturi](https://www.linkedin.com/in/kshitij-raturi)

## WORK EXPERIENCE

Khimji Ramdas LLC.

Section Sales Manager

Apr'22 – May'24

### Business Development and Strategic Leadership:

- Managed and analyzed sellout data for 25+ HSM stores, spearheading brand and business development initiatives in Beauty and Non-beauty sections for Procter & Gamble (Pampers, Tide, H&S) achieving sales Targets.
- Forged strategic business partnerships with international clients (Carrefour, Lulu Group etc) by utilizing PSF techniques, optimizing demand planning and shelf optimization (DPSM) to realize a 15–18% increase in SOS and SOD.
- Executed market interventions, including customer events, sales & marketing campaigns, and digital banner ads, resulting in an 18% increase in sales revenue for targeted categories and a 12% improvement in overall market performance

### Customer Relationship Management:

- Enhanced customer satisfaction and built best-in-class customer relationships by meeting contact, coverage, and frequency targets through diverse communication channels.
- Implemented feedback systems to gather customer insights, enabling continuous improvement in service quality and customer experience, contributing to an 18% increase in overall market performance.
- Resolved inquiries and complaints swiftly and professionally, ensuring compliance with company procedures and timely completion of all reports, leading to improved customer retention.

### Sales and Marketing:

- Collaborated effectively with the Sales and Marketing team, fostering cooperative relationships to achieve team and company objectives. Contributed insights into the strategic use of promotional funds and territory sales forecasting.
- Designed and launched comprehensive sales presentations and marketing campaigns to promote products and services, ensuring alignment with company goals and market demands.
- Analyzed market trends and competitor strategies to identify opportunities and threats, providing actionable insights for product positioning and market penetration.

### Financial Performance and Achievements:

- Delivered a monthly business portfolio of 150,000 OMR (400,000 USD) across all brands and categories through market-driven ATL and BTL strategies, showcasing strong financial acumen and adept business management.
- Increased sales revenue by 15% in Hair Care and 18% in Home Care categories during the first and second quarters of CY23 by implementing strategic initiatives based on competitor analysis, leading to enhanced overall P6MA performance.
- Achieved a 30% reduction in Non-Performing Assets (NPA) within the unit by proposing and implementing strategies, resulting in an 18% increase in overall profitability through streamlined Turnaround Time (TAT).

## SUMMER INTERNSHIP

The Leading Solutions Pvt Ltd.

Business Development Intern

Feb'21-May'21

- Orchestrated and initiated effective marketing strategies, leveraging in-depth market research and creative campaign development. Achieved a remarkable monthly product sale of INR 3,00,000, catering to both B2B and B2C segments.
- Spearheaded a comprehensive expansion initiative through secondary research. Successfully converted 40+ leads, significantly broadening the company's reach and client base.

## EDUCATION

Year	Degree	Institute
2020-22	MBA (Marketing)	ICFAI Business School Hyderabad
2016-20	B. Pharmacy	HNB Garhwal Central University
2014	12 <sup>th</sup> (ISC)	ST. Theresa's School, Garhwal

## POSITION OF RESPONSIBILITY

- Digital Head, Club Sankalp, IBS Hyderabad, 2020-22:** Coordinated guest lectures, directed the design team for the annual magazine- "Pehel", acted as SPOC for college events, and organized impactful social activities.
- Executive Member, Club Prakriti, IBS Hyderabad, 2020-22:** Organized sustainability campaigns, promoted cleanliness, fostered responsibility and engaged in community education through visits to 10+ NGOs and orphanages.

## PROJECTS

- Market Penetration Strategies:** Demonstrated expertise in diverse marketing strategies, including SWOT & PESTEL analysis, demonstrating expertise in both modern and traditional markets; conducted market research resulting in a 30% increase in targeted campaign effectiveness and a 20% expansion of market share within 12 months.
- B2B Platform 'FOODTRUNK':** Researched and analyzed the B2B platform 'FOODTRUNK', gaining invaluable insights into the cloud kitchen industry and addressing critical pain points; identified global market potential and tracked industry growth from \$400 million in 2019 to a projected \$1 billion by 2023.

**EXTRACURRICULAR ACTIVITIES:** Gold Medal (Inter house music contest 2014), Gold medal (District Folk music competition)

**ADDITIONAL SKILLS:** Proficient in Advanced Excel, Power Point, Advanced SAP skills, ERP Integration, SPSS, Power BI, R Studio