



# Pranav Prasad

## Key Summary -

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1. Managing P&Ls
2. Leading large geographies and diverse teams
3. Leading transformation projects in GTM
4. Exposure across domains of B2B, B2C, retail
5. Managing multiple LOB's

## EXPERIENCE

### CavinKare

2018 - 2019

#### Management Trainee - Sales

1. Placed from campus.
2. Standardizing and defining customer management process for seamless execution across markets
3. Understand financial grooves: Optimize cost for the life cycle of acquisition – lead funnel, trade commission and warehouse.
4. Design product and set right price addressing to different segments of customer

### CavinKare

2019 - 2020

#### Sales Officer

1. Promoted to Sales officer post
2. Handled a team consisting of 5 members in SouthKerala
3. P&L Accountability : Implementation of strategy to get incremental customer market share, margin and cash flow.
4. Tapping new markets and coordinating with channel partners to expand business & generate income
5. Channel Management and robust GTM – Channel right sizing, Monitoring channel's network operations in terms of coverage, stocking, credit norms, and target setting.
6. Market trends and competition bench marking : Analyze and report competitors strategies upward on pricing, Placing, promos, schemes, Product Features.

### CavinKare

2020 - 2021

#### Business Development Officer

1. Promoted to BDO post
2. Handled a team consisting of 5 members in North Kerala.
3. Trade marketing and GTM : Developing schemes oriented towards motivating performance of channel partners like Distributors, Dealers, Key Accounts, and Consumers.
4. End to End Product Development and Management: Product segmentation.
5. Identification and Development of New Segments.
6. Product lead for Customer care : Enhance existing process or design new processes related to customer service.
7. Planning sales, collection, profitability & promotion for various channels and managing dealers for their grievances.
8. Networking with Partner distribution associates and surveying the market for competition activity and product launches.

### CavinKare

2021 - 2023 (June) (Resigned With Honor)

#### Senior Business Development Officer

1. Promoted to senior BD Role By Management Panel.
2. Handled a team consisting of 10 members in North Kerala.
3. Accountable for the top-line profitability, increased sales growth, incremental customer market share and margin.
4. Responsible for the markets of Traditional Trade, Modern Trade, Horeca and Institutional Sales.
5. Devise marketing & sales promotion plans with the Marketing team and ensure effective implementation of the same.

6. Monitoring channel's network operations of NPD's and optimisation.
7. Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.

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## CG Corp Global

2023 (July) - 2024 (August)

### Area Sales Manager - Kerala

1. Handled 1 Crore business for CG Foods Kerala Operations, Covering both general trade and modern trade in the state.
2. Sparheaded a team of 15+ Distribution staffs and 20+ Offrole staffs in kerala, for a period of one year with generation of incremental business growth MOM.
3. Maintained a Health ROI throughout the fiscal year with deep market penetration in Retail outlets across Kerala
4. Conducted NPD Launches in Calicut, Ernakulam and Trivandrum with deep market penetration and product End Capping at top stores
5. Initaited Distribution Automation and Staff Mapping automation implementation throughout kerala and for the same was awarded best ASM in National Level.

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## PRAN RFL - UAE

2025 Feb - 2025 May

### Contractual Sales Supervisor - Modern trade

1. Sales & Target Achievement

Drive modern trade sales to meet monthly targets across assigned outlets; ensure timely execution of promotions and product launches.

2. Team Supervision & Market Execution

Lead and monitor merchandisers/promoters to ensure perfect in-store execution, shelf visibility, planogram compliance, and stock rotation.

3. Outlet Relationship Management

Build strong relationships with store managers/supervisors to secure visibility, resolve issues, and negotiate for better shelf space.

4. Market Intelligence & Reporting

Track competitor activities, pricing, and offers; share daily/weekly sales and execution reports with actionable insights.

5. Coordination & Supply Chain Follow-up

Liaise with distributors and supply teams to maintain optimal stock levels, avoid stock-outs, and ensure timely replenishments.

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## EDUCATION

### RVS IMSR

2016 - 2018

#### MBA - Business Analyst

1. College topper across all semesters
2. Multiple seminars conducted. Student training activities organised
3. Student Placement Co-ordinator

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### SNGC

2012 - 2015

#### Degree - BCA

1. Top performer in the batch
2. Winner of multiple arts activities in campus
3. Awarded best out student - batch of 2015 - SNGC

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## SKILLS

1. Sales And Distribution.
2. Business Analytics (Prognosis Based Data Evaluation).
3. IT / System Related - Know How.
4. Leadership.
5. Product Management.
6. Strategy execution.
7. Management.
8. Sales Operations.
9. Channel Sales.
10. Product Development.