

SHASHIKANT PIMPALKAR

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Summary

A sales manager with 26+ years of experience in FMCG and retail sales operations and served in organizations of repute PepsiCo, Pfizer, Parle, UB Group, Reliance Group, Tata Group, Sistema JSFC, and Danube Group.

Specialties:

Distribution & Key Account Management:	20 years of sales and distribution experience
Store Operation Management:	10 years of store and operation management experience
Marketing Management:	One part of the profile in the last assignment
Experienced in leading and driving a large team:	Team management role for the last 18 years

Occupational Contour

Pfizer Ltd

Professional Sales Officer

Apr 94– Mar 1995

- Develop a territory work plan with objectives for work on the territory such as sales and market share, call contact rates, meetings, targeted pharmacy, strategies, tactics, and follow-up.
- Interact with consultants and doctors to generate business, and also get first-hand information on product quality.
- Organize and implement special events in supporting the promotional strategies and territory plan growth.

UB Spirit Group

Apr 97– Feb 2001

Sr. Sales Executive

Mar 99 – Feb 2001

- Responsible for achieving sales targets.
- Managed 108 retail outlets and 230 Liquor Consumption Points.

Sales Executive

Apr97 – Feb 1999

PepsiCo India Holdings Ltd.

Feb 01 – Mar 2004

Customer Service Executive

- Responsible for achieving sales targets.
- Managed 2600 retail outlets and 420 key accounts.

Parle Products Pvt Ltd.

Area Field Manager

Mar 04 – Aug 2004

- Responsible for sales.
- Managed team size of 92.
- Managed 40000 retail outlets, 3000 key accounts & 105 corporate accounts.

Tata Teleservices Maharashtra Ltd		Aug 04 – Sept 2006
Sales Manager		Sept 05 – Sept 2006
<ul style="list-style-type: none"> • Store Operation Management. • Managed team size of 37. • Managed 32 Company Owned Retail Stores. • Responsible for the profitability of the store. 		
Area Sales Manager (Post-paid)		Aug 04 – Sept 2005
Reliance Communications Ltd.		Sept 06 - May 2012
Distribution Head	General Manager	Oct 11 – May 2012
<ul style="list-style-type: none"> • Increase width and depth of distribution. • Maintain ratio of product mix. • Generate revenue 		
Cluster Head	Deputy General Manager	June 08 – Oct 2011
<ul style="list-style-type: none"> • Distribution Management: A total of 113 channel partners, 28000 retail outlets, and 500 key accounts managed by 30 sales professionals. • Store Operation Management: A total of 23 stores managed by 140 professionals. • SME Vertical – 500 SME accounts managed by a team of 10 professionals. • Corporate Vertical – 1500 corporate accounts managed by a team of 10. • Community vertical – A team size of 20 professionals to generate sales through societies and malls. • Customer Service and call center agents: Total customer base was 300k with revenue of INR 150 crore/annum. • Collection & HNI Customer management team – 1.6% of the base was of HNI customers. • Control Attrition: 0% attrition in 2010 & 11. • P&L: Most profitable branch consistently for 3 yrs. • Managed a team size of 450 professionals. 		
Product Head – Fixed Mobility	Assistant General Manager	Sept 07– June 2008
<ul style="list-style-type: none"> • Responsible for improving reach in semi-urban and rural areas. 		
Prepaid Mobile	Senior Manager	Sept 06– Sept 2007
<ul style="list-style-type: none"> • Responsible for sales and handled a team size of 30 		
Sistema Teleservices		May 12 - Apr 2013
<ul style="list-style-type: none"> • Team Size: Managed team size of 250 including sales, marketing & customer service department. • Distribution & Key Account: Managed 22000 retail outlets & 300 key accounts with INR 50 million/month revenue & product penetration of 90% • Retail store: A total of 36 stores contribute 24% of the business. • Responsible for revenue & P&L of the branch. 		
Danube Home (Retail)		Nov 13 – Mar 2023
Senior Showroom Manager (Oman)		June 15 – Mar 2023
<ul style="list-style-type: none"> • Responsible for both indoor and outdoor sales activity. • Leading a team of 200+ co-workers. • Everyday morning briefing to reward, recognize, motivate retail staff, and set the tone of the day that helps to achieve daily targets. • Devised and effectuated measures for Cost Control • Parameters monitored regularly include – YOY / MOM growth, Sales per square foot, Sales per employee, Conversion rate, Cost of goods sold (COGS), Average order value, Basket size, Gross Profit, Inventory Turnover, Sell-through rate, Shrinkage, Customer retention rate. 		
Sales Manager (UAE)		Nov 13 – May 2015

Multifold Revenue Improvement Initiatives

- **PepsiCo India – Turn around South Maharashtra Market** **Mar 2002**

Identified low coverage to Zero coverage market. Implemented HUB & SPOKE model for the first time. Appointed one spoke in every town up to 1000 population town. This has helped to increase the width and depth of distribution and add distribution points in uncovered areas.

Result: Improved market share of South Maharashtra in one year time from 9% to 52% as per market research firm ORG MARG 2003 report.

- **Reliance Communication: Non-Profitable Sites project** **Oct 2011**

Identified low-utilized, non-profitable sites. Tied up with multi-channel distribution network, opened up Single point contact in areas to improve customer service, organized events in surrounding areas to create brand awareness and communicate product benefit

Result: 1243 sites out of 3424 were moved to the profitable category in 6 months.

- **Danube Home – Turn around UAE store** **Jan 2014**

In 2013-14, the brand Danube Home was struggling, and one after other stores were closed. Took charge of the Danube Home Bawadi Mall (Al Ain) store in January 2014, which was supposed to be closed in 6 months.

Result: Revived it in a year by improving KPI and increased sales 6 folds (from monthly AED 300,000 to 2 million AED per month). End of the year it was a top-performing store on all Key Parameters and the highest Net Profitability.

- **Danube Home – Set Footprint in Oman Market** **July 2015**

Brand Danube Home was new for Oman and many established players like Home Centre, Fahmy, and Homes R Us had their monopoly in the home improvement segment. Opened 1st store in Al Khuwair. Implemented retail tools in the store. Spearheaded the logistics, customer service, marketing, and vendor management operations. Directly involved in government/ministries approvals required for business operations.

Result: Increased sales of Danube Home Al Khuwair from AED 20 million in 2015 to AED 100 million in 2018 which was the highest ever by any branch within Danube Home or any competition brand in the same segment in Oman. Opened 7 stores in 3 years i.e., by 2018, and made Danube Home presence felt in all major cities of Oman.

- **Danube Home – Category and vertical development** **2015 – 2022**

Door category in 2016 – Contributed an average of 10 million AED sales per annum

Household category in 2016 – Contributed an average of 12 million AED per annum

Community Business Vertical 2022 – Contributed an average of 20 million AED per annum.

Result: Product expansion and consistent achievement in sales.

Career Achievements:

- Star of the Month (Danube Home) – 8 times in a row in 2014.
- Best Employee & Branch of the year (Danube Home) – 5 times in a row 2014 -18
- Only branch in Danube Home to achieve AED 100 million in a single year - 2018
- Twice Best Employee of the Year in Reliance Communication – 2007 & 2009.
- Best Team Player of the Year (West Zone) in PepsiCo – 2002.
- Top performer of the Year based on target volume achievement and product mix linked with direct entry to participate in **Kaun Banega Crorepati** hosted by Amitabh Bachchan sponsored by Pepsi - 2003
- Top Contributor of the Year award (West Zone) in United Breweries Group - 1999

Academic Credentials

- PGDBA (Marketing) - 1997.
- B.Sc. (Physics, Chemistry & Maths) - 1994.

IT Skills: Working knowledge of Microsoft Office and Internet.

Personal Vitae

- **Date of Birth:** 16th May 1974
- **Permanent Address:** Alia Center, Flat No. 106, Al Khuwair, Muscat, Oman
- **Languages Known:** English, Hindi, and Marathi, Arabic
- **Oman Driving License:** Valid
- **Oman Visa Status:** Valid Oman Visa and present in Oman

I hereby assure you that the above-mentioned information is true to my knowledge.

Shashikant Pimpalkar