**BRAJESH MEHRA**

Room no 848 2 floor sector 2

Koperkhairane Navi Mumbai

Email ID :- [bjmehra1827@gmail.com](mailto:bjmehra1827@gmail.com)

Phone no. 9768861518

**Professional Abridgement**

A competent professional with over all 13+ years, experience including in **Primary Sales, Secondary Sales** &

### Team Management.

* Working with **GM Fabrics Pvt Ltd.** As an **” Senior Aera Sales Manager”** from **14th Dec 2023** To **Till Date.**
* Channel Sales Distribution Management ,Dealer Management, Direct Dealer Sub Dealer Management , Appoint new channel partners distributor & Direct dealer, Team Management Executive & Promoter
* Experience in managing & executing various promotional Sales activities/ Sales events and escalating business, profitability and market coverage.
* Proficient at providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and service norms.
* Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
* An effective communicator with excellent relationship building & interpersonal skills.

### Business Development Core Competencies

* + Planning & scheduling individual/ team assignments to achieve the pre-set goals within time, quality & cost parameters.
  + Formulating short term strategic plans to enhance operations, profitability & revenue and involved in spearheading turnaround initiatives.

### Client Relationship Management

* + Handling distributor, direct dealer & sub dealer / retailers, shop-floor interaction with customers for effective resolution of customer grievances and obtain feedback.
  + Maximising customer satisfaction matrices by providing pre & post sale assistance and achieving delivery and quality norms.

### Team Management

* + Team Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
  + Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operation

### Retail Operations

* + Place our product on retail store, coordinating in-store promotional activities for new releases & previous products.
  + Creating initiatives, designing events, planning of merchandising and execution of these marketing events for increasing sales.

**Career Contour**

**GM Fabrics Pvt.Ltd.**

**Home Textile & Curtains**

**Assistant Manager - 2nd Dec.**2024 to Still I'm Working..

* Working with **GM FABRICS PVT.LTD; as A Senior “Area Sales Manager”**
* Handing area **All Mumbai & Rest Of Maharashtra Part.** product category Home Textile & Curtains
* Channel Sales Distribution Management (Primary Sales & Secondary Sales ) Dealer Management Direct Dealer Sub Dealer, Appoint new channel partners distributor & Direct dealer, Team Management Executive & Promoter
* Reporting to regional sales manager & branch manager persist of target vs achievement, take care of generating revenue.
* Secondary sales drive market dealer visit as per area for business opportunity, escalating market billing issues & service related issue of our product,
* Analysing competitor activities in the territory and assessing opportunities for business development, Building the business within the territory using a variety of sales techniques.Networking with businesses in the territory and building relationships, managing marketing activities for branding opportunities to increase sale profitability.

## Trident Global Corp Limited.

**Home Textile Domestic**

**Assistant Manager -** 14th DEC 2023 to 30 Nov.2024.

## Working with Trident Group Limited; as “Area Sales Manager”

* + Handing area **All Mumbai & Rest Of Maharashtra Part.** product category Home Textile
  + Channel Sales Distribution Management (Primary Sales & Secondary Sales ) Dealer Management Direct Dealer Sub Dealer, Appoint new channel partners distributor & Direct dealer, Team Management Executive & Promoter
  + Reporting to regional sales manager & branch manager persist of target vs achievement, take care of generating revenue.
  + Secondary sales drive market dealer visit as per area for business opportunity, escalating market billing issues & service related issue of our product,
  + Arranging meetings with potential dealer for business opportunity & support, doing joint visits with company person & distributer sales person
  + Analysing competitor activities in the territory and assessing opportunities for business development, Building the business within the territory using a variety of sales techniques.Networking with businesses in the territory and building relationships, managing marketing activities for branding opportunities to increase sale profitability.

## WELSPUN GLOBAL BRANDS LIMITED.

**Home Textile Domestic**

**Assistant Manager -** 14th November 2022 to 30 Nov 2023

* + Working with **Welspun Global Brands Limited ;** as **“Assistant Manager”**
  + Handing area **New Mumbai** & **Central Mumbai** product category Home Textile
  + Channel Sales Distribution Management (Primary Sales & Secondary Sales ) Dealer Management Direct Dealer Sub Dealer, Appoint new channel partners distributor & Direct dealer, Team Management Executive & Promoter
  + Reporting to regional sales manager & branch manager persist of target vs achievement, take care of generating revenue.
  + Secondary sales drive market dealer visit as per area for business opportunity, escalating market billing issues & service related issue of our product,
  + Arranging meetings with potential dealer for business opportunity & support, doing joint visits with company person & distributer sales person
  + Analysing competitor activities in the territory and assessing opportunities for business development, Building the business within the territory using a variety of sales techniques.
  + Networking with businesses in the territory and building relationships, managing marketing activities for branding opportunities to increase sale profitability.

**Previous Project**

## Page Industries Ltd.

**Jockey Innerwear**

**Territory Sales Manager -** 1st Jan. 2019 to 30th Oct. 2022.

* + Worked with **Page Industries Ltd.** as “**Sales Officer “**
  + Handling General Trade area **South Mumbai** & **Central Mumbai** Colaba To Mulund.
  + Channel Sales Distribution Management (Primary Sales & Secondary Sales ) Dealer Management Direct Dealer Sub Dealer, Appoint new channel partners distributor & Direct dealer
  + Reporting to Area Sales Manager, handling distributer primary billing & secondary sales of Jockey Inner Wear of target vs achievement, take care of generating revenue.
  + Secondary sales drive market retailer visit as per area for business opportunity, escalating market billing issues & service related issue of our product
  + Expansion new dealer network in assign territory restart dealer billing existing dealer maintain business relationship with dealer.
  + Arranging meetings with potential dealer for business opportunity & support, doing joint visits with distributer sales person and company person, managing marketing activities for branding opportunities to increase sale profitability.

## Himalaya Wellness

**Baby Care Division**

**Sales Executive Officer -** 09ST May 2015 to 30th Dec. 2018.

* + Worked with **Himalaya Drug company** as “**Sales Executive Officer”**
  + Handling Promoter Team **General Trade** looking area **Western Mumbai**, **& Central Mumbai**
  + Channel Sales Distribution Management (Primary Sales & Secondary Sales ) Dealer Management Direct Dealer Sub Dealer, Appoint new channel partners distributor & Direct dealer
  + Reporting to business product head & branch head, handling distributer primary billing & secondary sales of Baby Soap oil cream dyper of target vs achievement, take care of generating revenue.
  + Secondary sales drive market retailer visit as per area for business opportunity, escalating market billing issues & service related issue of our product
  + Expansion new dealer network in assign territory restart dealer billing existing dealer maintain business relationship with dealer.
  + Arranging meetings with potential dealer for business opportunity & support, doing joint visits with distributer sales person and company person, managing marketing activities for branding opportunities to increase sale profitability

## Pantaloons Retail India Ltd

**Home Furniture**

**Sales Executive -**05st Fab 2011 to 30th Apr. 2014

### Worked with Pantaloons Retail India Ltd as “Sales Executive”

* + Responsible to understand and analyze the customers need and benefits.
  + Provide services to our customers as per their need.

# Academy Education

* BA Passed With SECOND CLASS In 2010
* HSC Passed With FIRST CLASS In 2007
* SSC Passed With SECOND CLASS In 2004

# Professional Education

* Basic computer knowledge of Ms Office, Excel, PowerPoint & Internet.

# Personal Profile

# Date of Birth : 20th July 1987.

* Address : SS-3 Room No.848 Second Floor, Sector-3

KoparKhairane Navi Mumbai

**Place:**

**Date:**

**Brajesh Mehra**