

Curriculum Vitae

NIKUNJ THAPAR

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CAREER SUMMARY

MBA professional having over 11 years of rich experience in FMCG (Nestlé India Ltd.,) handling General Trade (GT) & Sales Training.

Currently working in Samsung Electronics since Aug'18 in Consumer Electronics Department,

Keyprofiles, along with the positions held during the tenure are:

- **Manager Commercial (Schemes) in SDS/CHEIL-** Oct'20- Till date
 - **Manager Commercial (Schemes)in Samsung Electronics-** Jan'20- Sep'20
 - **Area Sales Manager in Samsung Electronics (CE-Regional Retail):** Aug'18-Dec'19
 - **Sales Executive inNestlé India Ltd.(General Trade):** Jul'17-Jul'18
 - **Sales Training Executive inNestlé India Ltd.(Sales Training):** Jan'14-Jun'17
 - **Sales Officerin Nestlé India Ltd. (General Trade):**Jan'10-Dec'13
 - **Activation Officerin Nestlé India Ltd.(Merchandising/Visibility):** Aug'09-Dec'09
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CURRENT JOB PROFILE

Due to Management Policies, internal movement from Samsung to SDS and then CHEIL was made.

The role and the work profile is exactly the same as it was during the role of Manager Commercial in Samsung (mentioned below)-
Oct'20- Till date

Manager Commercial -Schemes Management- (Samsung)

Jan'20- till Sep'20

- Working as a support to Sales Team Pan India, helping them in all Scheme related matters
 - To ensure timely & accurate Scheme communication to partners All India
 - Constant involvement with Product Teams for scheme defining clause
 - Managing & Analysing the yearly Samsung Super Partner Program (SSPP)
 - Implementing and working with new scheme communication system- **SMS**.
 - Regular interactions with Branch Sales Teams for all scheme related queries
 - Addressing all scheme related queries of Sales Team and Product Teams.
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PRECEEDING EXPERIENCE

Area Sales Manager (Samsung):

Aug'18-Dec'19

Worked as Area Sales Manager from Aug'18-Dec'19, handling Sell Out in Sargam (Regional Retail partner)

- **Key Roles & Responsibilities**
- Managing best in class visibility of Samsung products (Consumer Durables) in stores.

- Analyzing the sales trend, and planning stocks for the upcoming months.
- Negotiating for the best possible space for displaying Samsung products.
- Maintaining cordial relations with store managers ensuring dominance in daily sales.
- Monitoring of Samsung Exclusive Promotor and making sure the sell out is as per the norms.
- Maintaining regular feedback mechanism from Team Leaders on store level performance so as to analyze the way forward.

Sales Executive (Nestlé):

Jul'17-Jul'18

Worked as Sales Executive in Nestlé India Ltd., handling 2 distributors with an average monthly business of 40 million.

Key Roles & Responsibilities

- Deriving sales and achieving month wise primary and secondary targets.
 - Managing and monitoring redistribution for entire portfolio of Nestlé including more than 200 SKU's, 20 brands and 5 categories.
 - Monitoring Salesman KPI's like Productivity, Sku/call, TLS, Billed outlet & MSS.
 - Maintaining and enhancing the visibility in market by negotiating for the vantage location for Nestlé products and making best use of POS & POPE.
 - Ensuring the best product launch for best in class NPD
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Sales Training (Nestlé):

Jan'14-Jun'17

Worked as Sales Training Executive in Nestlé India Ltd. for North Branch, conducting SSF workshops, OJT's & Induction.

Key Roles & Responsibilities

- **Secondary Sales Force Training:** Training of Secondary Sales Force (SSF) through self-designed training module as per the needs of the business.
 - **On Job Training:** Training the company officers for efficient distributor handling & giving them the traits of market working by managing the company's long-term partners, retailer/wholesalers.
 - **Induction for new joiners:** Also provide training the new joiners through induction/class room training.
 - To help Branch management/Branch Mancom in content development
 - To manage Training budgets.
 - To prepare various market intelligence reports for analysis purpose
 - Organizing & Managing all major events of the Branch including the Branch Annual Sales Conference
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Sales Officer (Nestlé):

Jan'10- Dec'13

Worked as Sales Officer in Nestlé India Ltd, handling a distributor in South Delhi with an average monthly business of 25 million.

Key Roles & Responsibilities

- Deriving sales and achieving month wise primary and secondary targets.
- Managing and monitoring redistribution for entire portfolio of Nestlé including more than 180 SKU's, 20 brands and 5 categories.
- Monitoring Salesman KPI's like Productivity, Sku/call, TLS, Billed outlet.
- Maintaining and enhancing the visibility in market by negotiating for the vantage location for Nestlé products and making best use of POS & POPE.

- Ensuring the best product launch for best in class NPD
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OTHER PROFILES HANDLED

Activation Officer (Nestlé)

Aug'09-Dec'09

Handling Activation/Visibility for East Delhi, negotiating for the best vantage location for Nestlé Products across different channels.

Key Roles & Responsibilities

- Ensuring the best visibility space for Nestlé products.
 - Analysing the ROI of the package outlets
 - Maintaining Forward Stock Share (FSS) for Nestlé products in each outlet.
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PROJECTS HANDLE

I was privileged to be selected for 2 different projects, Time Motion Analysis Project & Sales Functional Competency in the year 2013 & 2017 at **Nestlé Head Office**.

Time Motion Analysis- Study to analysis & calculate the time taken by a salesman to cover each outlet of different channels, so as to plan a perfect outlet coverage model.

Sales Functional Competency- The main aim of the project was to identify competency based specific training needs of the officers working with Nestlé India Ltd.

KEY ACHIEVEMENTS

- Part of Winning Team for MeM Toofan Contest Q-1 2018.
 - Part of Winning Team for Sugar Contest Q-3 2017.
 - Awarded the best employee is Sales support function- North Branch in the year 2016
 - Winner of Prestigious "Seek the Peak" award in the year 2015
 - Part of team that won the Best Sales team award in 2013.
 - Winner & Nestea contest in 2012, 2011 & Polo contest in 2010
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EDUCATIONAL BACKGROUND

- **PGDM (Marketing & HR)- 1st Division**
Asia Pacific Institute of Management, Delhi (2007-2009),
 - **B.Sc in Hotel Management- 1st Division**
IHM-Bhopal (Pusa), (2003-2006).
 - **Class XII & X- 1st Division**
Air Force Golden Jubilee Institute, Delhi (CBSE Board),
(Completed in 2003 and 2001 respectively).
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KEY SKILLS

- Working knowledge of SAP.
 - Proficiency in use Microsoft Office (MS Word, MS Powerpoint, MS Excel)
 - Hands on experience of company software (SDS) & handheld terminals used for booking.
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