



CORE COMPETENCES

Territory Management

Compliance

Team Management

Agronomy Knowledge

Stakeholder Management

Risk Identification

Proactive approach

Award

Global Stewardship Award
(Farmer Awareness Regarding
Pesticide Poisoning)

ACADEMIC DETAILS

Bachelor of Business Administration
in Agri Business Management from Dapoli
university

PERSONAL DETAILS

Date of Birth 1st Aug 1995
Language known: English, Hindi,
Marathi

CURRENT ADDRESS

Akola, Maharashtra

SHUBHAM BADHE

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Territory Manager – FMC, an Agricultural Sciences Company

India, Location: Akola

OBJECTIVE

Striving for personal excellence to make a meaningful contribution towards society. I live in the organization I work for. Aim is to be engaged in looking for newer avenues of growth and to be considered pivot in the development of organization.

HIGHLIGHTS:

- Calendarization of budget pack wise, month wise and crop wise to track the timely achievements.
- Identify the commercial and market development needs of the market and create the action plan accordingly with timely execution.
- Understand the cropping pattern of the territory and the important billing months to stay in line with your target.
- Credited for planning and execution of market development activities in a very effective manner.
- Drive Direct Touch/Indirect Touch village mapping concept in order to increase the efficiency of field officer work and increase the penetration of our products.
- Expertise in crops like Cotton, Onion, Sugarcane, Pomegranate and Paddy.

ORGANIZATIONAL EXPERIENCE

FMC, Agricultural Sciences Company

April 2023- till present Territory Manager (Akola, Maharashtra)

Bayer CropScience Ltd (India)

Feb 2021 – April 2023 Territory Business Manager (Balaghat, Nagpur)

Ankur Seeds Pvt Ltd

Feb 2020 – Feb 2021 Territory Sales Manager

(Pune) Indogulf CropScience Ltd

Dec 2018 – Feb 2020 Territory Trainee (Narayangaon, Pune)

Bayer CropScience Ltd

May 2018 – Dec 2018 Field Officer (Ahmednagar)

ROLES AND RESPONSIBILITIES

FMC, Agricultural Sciences Company

April 2023- till present Territory Manager (Akola, Maharashtra)

- Crop- Cotton, soyabean
- Handling the Herbicide/Pesticide & Plant growth products portfolio for FMC India at Akola Territory.
- Driving business of major brands like Coragen and Benevia on cotton and soyabean crop. With proper coordination with trade partners and retailer I aim to successfully maintain the price discipline in my territory.
- Also with a strategy of early placement of product, advance money collection for the same and running companies scheme at retail level help to control infiltration.

Bayer CropScience Ltd (India)

Feb 2021 – till present Territory Business Manager (Balaghat, Nagpur)

- Crop – Paddy
- Manage the seed as well as the chemical portfolio of the organization
- Carry out the market development activities like presales, during season and post-sale activities to create the maximum impact for demand generation.
- Maintain market discipline and drive different commercial schemes at distributor and retail level.
- Identifying the trend of the market and season analysis to increase the accuracy of our forecast.
- Maintain effective relationship with the stake holder and create the positive atmosphere to achieve the sales number.
- Managing, monitoring, and motivating the team timely, also documenting the work and achievements to understand the efficiency of their work with organizational point of view.

Ankur Seeds Pvt Ltd

Feb 2020 – Feb 2021 Territory Sales Manager (Pune)

- Drive the vegetable, field crop and cotton seed business in the Pune territory.
- Timely placements and inventory management at distributor and retailer level.
- Creating the ideal demo plots of newly researched seed variety by following the proper protocol and maintaining the complete record.

Indogulf CropScience Ltd

Dec 2018 – Feb 2020 Territory Trainee (Narayangaon, Pune)

- Establish profitable relationship with the trade partners in the territory.
- Appoint new potential channel partners to expand the business in untapped market.
- Thorough understanding of the sales practice, strong problem solving and decision making to our product being sold in market.

Bayer CropScience Ltd

May 2018 – Dec 2018 Field Officer (Ahmednagar)

- Drive farmer level liquidation by carrying out strong market development activities like organized farmer meeting, big grower meeting, small farmer meeting, one to one farmer field visit, conduct demo, field days and personal calls.
- With the good agronomy knowledge of pest and disease identification provide appropriate solution to the farmer.
- Being the face of the organization on the farmer level maintain the discipline in communication and behavior with the farmer.