

Amit Sinha

Address Kolkata West Bengal

Phone 9748050154

E-mail sinhaamit607@gmail.com



An effective communicator with excellent relationship management & strong analytical ability, problem solving & organisational skills.

Areas of excellence includes

- Channel Management
- Operations Management
- Team Building
- Budgetary control
- Channel management
- Sales planning
- Market share analysis
- Logistic operations

Work History

2018-04 - 2020-01	Sr Sales Manager <i>PRABHAT AGRI BOITECH LTD, Territory-Bhavnagar, Amreli, Junagadh, Ahmedabad</i>
2017-01 - 2018-01	Territory Business Development (executive) <i>JK AGRI GENETICS LTD</i> <ul style="list-style-type: none">• Developed Bt-II PaasPaas 3*1 concept• For area Bhavnagar, Amreli and Ahmedabad district.• Developed PGR Product.
2016-01 - 2016-12	Area sales manager <i>KRISHIDHAN SEEDS PVT LTD</i> <ul style="list-style-type: none">• Developed Bt-II Pratik in Bhavnagar and Amreli district.• Developed Bt-II Aastha as next focus product.• Streamlined distribution network & developed trade confidence.• Achieved sales volume of slow moving product with effective sales strategy
2011-12 - 2015-12	Senior sales officer <i>YAAGANTI SEEDS PVT. LTD. (NUZIVEEDU SEEDS GROUP COMP.), Bhavnagar, Amreli, Ahmedabad, Gujarat</i> <ul style="list-style-type: none">• Business planning for Bhavnagar, Amreli and Ahmedabad Territory.• Streamlined Business in cotton Belt. Played a key role in organizational growth.• Provided critical inputs in the key management areas of leadership, decision-making, interpersonal skills.• Developed complete and strong network for future growth (Farmers, Distributors and Dealers)• Developed BT-II Azura as a brand in Bhavnagar, Amreli and Ahmedabad district.• Quantum jump of business from 90 packets to 40,000 packets.• Achieved a very good growth of 50% in ABS collection• Best seller for the year 2014-2015 in Gujarat.
2014-08 - 2015-12	Senior sales officer <i>PRAVARDHAN SEEDS PVT. LTD (NUZIVEEDU SEEDS GROUP COMP.), Bhavnagar, Gujarat</i> <ul style="list-style-type: none">• Developed Bt-II Denim and Force as focus product.• Generating value driven business for the organization.

2009-08 - 2011-12

Sales Representative

NUSUN GENETIC RESERCH LTD(VIBHA SEEDS GROUP COMP.)

- Streamlined Business in cotton Belt. Played a key role in organizational growth.
- Critical inputs in the key management areas of leadership, decision-making, interpersonal skills.
- Developing complete and strong network for future growth (Farmers, Distributers and Dealers)

2008-12 - 2009-07

Marketing Development officer

NAGARGUNA AGRICHEM

- Put demos on farmer's field and conduct of farmers meeting.

Education

MBA: Marketing & Human Resource Development

Languages known

Hindi
English
Gujarati
Bengali

Training

Training on BG-II

Career Highlights

Best seller for the year 2014-15 in Gujarat.(Yaaganti Seeds pvt.ltd)

Successfully Handled Bt cotton business of Bhavnagar(Gujarat) and Amreli(Gujarat)

Areas of Exposure

Business Development/Marketing

- Designing marketing strategy, promotional campaigns, schemes to achieve the desired volume of business.
- Brand promotion, Generation & sustaining dealer network and their loyalty. Planning & implementation of product penetration with an objective to improve market share.
- Thrust on promotional activities involving entire market Network.

Channel Management

- Appointing and Developing new channel partners to expand product reach in target market/s and working in close interaction with the dealers and distributors to assist them to promote the product.
- Establishing distribution network in undeveloped/absent market keeping in mind short and long term objectives of organisation.
- Coordinating various meetings/ interactions with various channel members including distributors, dealers, input suppliers & output traders.

Team Management

- Provide direction, motivation & training to the field sales team for ensuring optimum performance.
- Planning & scheduling team assignments to achieve the preset goals within time.
- Monitoring, recruiting & training manpower & ensuring quality deliverables in the market.

Accomplishments

- **Best seller for the year 2014-15 in Gujarat (Yaaganti Seeds pvt.ltd)**

Personal Details

Address- 49, RNT Path, Laxmi Ghat, Titagarh, Kolkata-119

Date of birth- 19 April 1975

Phone- 9748050154 | 7439760993

Email- sinhaamit607@gmail.com