


## MANOJ KUMAR MAURYA

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 Village Sirsa Devri, Post Arjun Pur, Lucknow – 226203, Uttar Pradesh

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## CAREER OBJECTIVE

To pursue a challenging career in the Agri-Input industry where I can leverage my technical knowledge and managerial expertise to drive business growth and contribute to organizational success.

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## PROFILE SUMMARY

### Sales & Marketing | Business Development | Channel Distribution

-  19+ years of extensive experience in Sales, Marketing, and Business Development within the Seeds & Agri-Input industry, particularly in Uttar Pradesh and Rajasthan.
  -  Demonstrated expertise in market expansion, dealer/distributor network development, and achieving aggressive sales targets.
  -  Strong leadership experience managing large sales teams (12+ Territory Managers, 30+ field officers) and delivering consistent revenue growth (up to ₹25 Cr annually).
  -  Proven track record in launching new products, driving demand generation (BDA), and managing receivables.
  -  Recognized with several National and Zonal-level awards for exceptional sales and performance in Paddy and Vegetable segments.
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## KEY ACHIEVEMENTS

- Managed **₹25 Cr turnover** in Central UP with 86% from field crops and 14% from vegetable crops.
  - Successfully led sales teams across **28 districts** in UP.
  - Won **Highest Sales Award (Vegetables - Alfa Veg)** in Central Zone (2020).
  - Received **Outstanding Performance Award** for receivables management in FY 2019-20.
  - Delivered consistent Y to Y business growth:
    - ₹14 Cr (2012–2014) | 12 TMs
    - ₹18.5 Cr (2014–2019) | 8 TMs
    - ₹25 Cr (2019–Present) | 11 TMs + 1 ABM
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## CORE COMPETENCIES

### ◆ Sales & Business Development

- Strategic planning and execution to meet sales targets
- New market penetration and client acquisition
- Product presentations and demonstrations

### ◆ Channel Management

- Distributor and dealer appointment and management
- Market mapping and supply chain coordination

### ◆ Client Relationship Management

- Ensuring customer satisfaction and service quality
- Managing large farmer and channel partner bases


### ◆ Team Leadership

- Recruitment, training, and performance management
  - Motivating teams to achieve targets and enhance productivity
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## PROFESSIONAL EXPERIENCE


### Shriram Bioseed Genetics

#### Regional Business Manager (Jaipur, Rajasthan)

 April 2025 – Present


- Responsible for All Crops: Cotton, Field Crops & Vegetables
- Leading Branding & Demand Activation (BDA) initiatives across Rajasthan

#### Regional Business Manager (Lucknow, UP)


 July 2020 – March 2025

- Managed UP sales operations for all crops
- Supervised 11 Territory Managers, 1 ABM, and 30 field officers


#### Deputy Regional Manager (Lucknow, UP)

 July 2018 – June 2020

#### Area Sales Manager (Lucknow, UP)


 July 2012 – June 2018

## Senior Sales Officer (Lucknow, UP)

 April 2008 – June 2012


## Ganga Kaveri Seeds Pvt. Ltd.

### Sales Officer (Lucknow, UP)

 July 2006 – March 2008

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## EDUCATION

 **MBA (Marketing)** – UPTU Punjab | 61.28%

 **B.Sc. (Agriculture)** – CSJM University, Kanpur | 69.5%

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## COMPUTER SKILLS

- MS Office (Excel, Word, PowerPoint)
  - Internet & Email proficiency
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## TRAININGS & CERTIFICATIONS

- Managerial Effectiveness – SPJIMR, New Delhi
  - Selling Skills & Professional Excellence – BIOSEED
  - Compliance & Information Classification – BIOSEED
  - Farmer Segmentation and Dealer Management – BIOSEED
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## PERSONAL DETAILS

 **Date of Birth:** 20-Nov-1977

 **Languages Known:** Hindi, English

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## REFERENCES

Name	Company	Designation	Location	Contact
Mr. K.C. Chandel	Shriram Bioseed Genetics	HOD – Parent Control	Hyderabad	9666363720
Mr. Ram K. Rojra	Shriram Bioseed Genetics	Crop Lead – Paddy	Hyderabad	8874206700

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## DECLARATION

I hereby declare that the information furnished above is true and correct to the best of my knowledge and belief.

 **Place:** Lucknow

 **Signature:** *(Manoj Kumar Maurya)*