



✉ akash.bharsaiya@gmail.com

☎ 91-9768171124

📍 Mumbai – Maharashtra

EDUCATION

MBA (Sales & Marketing)

Vikram University – Ujjain, Yr 2001

BSC Yr 1999

Barkatullah University – Bhopal

**Group Leadership Program – MIT
2023**

SKILLS

Channel Sales – GT & MT Market

Sales and marketing

Pioneer in FMCG & Textile Business

Business Development

Large Team Handling

Key Achievement

Build Brand of 250 Cr – Welspun

**Create reach on 17000 + Stores
(Welspun)**

**Given highest Gr in Cadbury–Won
two times best sales person award**

**Won fastest growing region award
in Page Industry**

Akash Bharsaiya

A Proben Leader with 23 years of strong experience in business development (Sales & Distribution) I have led the team to revenue & market share growth. I am skilled negotiator & ability to adopt new situation unparalleled.

EXPERIENCE

Welspun Living

Retainer

July 2026 To Till Working

- Develop strategy for Hospitality Business.
- Developing a new channel for budget hospitality segment.
- Appointment of channel partner across India.
- Product forecasting & Inventory management.
- Profitability EBITA for Hospitality division.
- Team handling & KRA driven business.
- Monthly Scheme preparation for trade.

D'Decor

Assistant Vice President

Sep 2025 to March 2026

- Handled General Trade division.
- Maintaining P&L.
- Responsible for per person productivity.
- Product forecasting & Inventory management.
- Effective distribution & Brand Visibility in Market.

Welspun Global Brands

Assistant Vice President

Aug 2018 to Sep 2025

- Handling General Trade, Modern trade Business for Textile–Mattress & Curtain Business.
- Maintaining P&L and profitability of Organization.
- Responsible for per person productivity.
- Started new Division of Welspun– presence at 17000 + stores , brand turnover of 250 Cr.
- Product forecasting & Inventory management.
- Effective distribution & Brand Visibility in Market.
- Team handling & KRA driven business.

Page Industries (Jockey)

Dy Regional Sales Manager (West) Jan 2014 to Aug 2018

- Handling Maharashtra & Goa, turnover of 217 Cr annually.
- Responsible for sales commitment to management.
- To assign target to subordinate & achieve the target with help of team.
- To ensure Stocks availability in depot, Distribution & visibility of the products in market
- Responsible for Inventory Control and Sales Planning.
- Marketing activity like Branding with the help of marketing team.

SOFTWARE

Power BI

SAP

MS-Office

PERSONAL DETAILS

DOB – 15th Sep 1977

LANGUAGES

English

Hindi

Borosil Glass works Ltd.

Regional Sales Manager (West)

Jun 2012 Jan 2014

- Handling Maharashtra–Goa, MP–CG & Gujarat.
- Responsible for sales commitment to management.
- To assign target to subordinate & achieve the target.
- Distribution & visibility of the products in market.
- Responsible for Inventory Control and Sales of given Category.
- Sales forecasting.
- Marketing development activity like Branding.

Parle Agro Ltd

Area Sales Manager (Mumbai

Sep 2008 to Jun 2012

- To Look after Soft Drink Category (Frooti, Appy, Appy Fizz, Saint Juice).
- To Assign target to sales officers & achieve the target with help of team.
- To ensure Stocks availability at Distribution point as per norms.
- Responsible for Inventory Control and Sales of given Category.

Cadbury India Limited

Sales Officer (Pune H.Q)

June 2004–To–Aug–2008

- To look after a territory from Pune to Kolhapur including Satara, Sangali, Solhapur.
- Responsible for territory's infrastructure, Primary and secondary sales.
- Looked into the geographical distribution of sales area among distributions, determining their frequency of market coverage, working in the market interacting with various channels of trade,

Bajaj Consumer Care Limited

Territory Sales Officer (Indore H.Q)

Sep 2001–June 2004

- To look after a territory Indore.
- Responsible for market growth.
- To deliver Primary and secondary sales on monthly basis.