



## ANILKUMAR M SHARMA

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### SALES, MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL - AGRICULTURAL SECTOR

*Ideal for leadership role with fast track, top organizations in Agriculture Division, executing projects & programs in challenging business environments demanding high standards of quality and precision across Sales, Marketing, Operations & Distribution in rural areas (Institutional & Hardcore Sales B2B & B2C/Operations), Liaising with Govt, Business Planning/Implementation (Schemes & Programs) at Regional/Zonal/PAN India basis, Channel Management, Key Accounts Management, Annual Operational Plan, Operations & Relationship Management, new product launch and product development in Agri input, Agri Finance & Agri warehousing segments. **Lead the team as Events (Expo Space & Sponsorship and Sponsorship for Conferences) and handling, steering overall event. Currently engaged in free lancing as Business Consultant for Agriculture Media, Exhibitions and Events organizations from last three years.***

- ✓ Offering 27 years (12 Years in Agrochemicals and 12 years in Agriculture Commodities & Agri Finance) of proven expertise and credentials in **successfully delivering extraordinary results in profitability, handling farm inputs (Agrochemicals), sales, marketing, product development, team handling, revenue and growth, product development, new territory/dealer/distributor network, procurement planning and distribution to farmers** along with **handling inventory planning, forecasting, liaising with Government Agencies and agrochemicals suppliers**; proven track record of increasing revenues, profits, branding and communication, streamlining workflow and creating a team work environment to enhance productivity. Worked for the Agrochemicals manufacturing companies like Excel, BASF, FMC at different levels and in different geographies.
- ✓ Functional prudence in **business strategy development & implementation**, executing business plans, align business activities to the vision & strategy of the organization; possess excellent relationship skills, competent in **building relationship with farmers, dealers, distributors, government officials, institutions, co-marketers (B2B) and other related trade sources.**
- ✓ **Strengthening company to lead in competitive markets** and deliver innovative marketing concepts & strategies, possess excellent business sense backed by rigor to develop interactive marketing programs, new product launching, vendor management in supply chain/timely delivery with abilities in **improving agricultural technologies, community mobilization & community facilitation, guide farmers** on governmental schemes, policies & assisting them in generating revenues through Agri-products for revenue generation (quality of output)
- ✓ **A decisive leader** with excellent ability to coordinate with different people (monitor employees/team performance & support) at one time under difficult situations and the ability to bring out the best in others while creating a healthy and friendly work environment, thus enhancing operational efficiency and increasing profitability.
- ✓ Expertise in **revenue generation in Agri Finance through institutions, boosting productivity, cutting costs, customer development, strategic planning and fostering operational efficiency** of Business Operations in Agriculture segment; spearheaded with Sustainable Agro Commercial Finance Ltd (NBFC promoted by Jain Irrigations Systems LTD and IFC) as DGM, Head (Business Development).

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| <b>Core Competencies</b> • Strategy Planning • Business Development • Profit Center Operations • Distribution (Channel Management • New Market Development • Key Account Management • Relationship Management • Negotiation • Business Analysis • Team Management • Liaison & Coordination • Budgeting/ Costing/ Revenue |
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### **Key Achievements**

- ✓ Holds credential for successfully establishing the business for commodity finance, warehouse receipt finance for private warehouses.
  - ✓ Led the team as Events (Expo Space & Sponsorship and Sponsorship for Conferences) and handling steering overall event.
  - ✓ Led a team as Collateral Manager in commodity/warehouse receipt finance, effectively trained the field staff and new comers on commodity finance, collateral management professional warehousing, warehouse compliance etc,
  - ✓ Profitably established the plant growth regulator (Allwin Gold) in the fruit and vegetable segments in Maharashtra (Agri Input)
  - ✓ Competently established granular insecticide (Furadan Ultra) in Paddy in Chhattisgarh, Bihar, Jharkhand, WB, Punjab & Haryana; credentials in traveling extensively, covering a large number of farmers, dealers and distributors, institutions, co-marketers in different states (Agri Input).
  - ✓ Accomplished a high degree of consistency all the targets set by the employers throughout the career and have successfully established teams of large size and helped them become effective members of the team.
  - ✓ Effectively trained the field staff on crop production, crop protection, and product knowledge skills and have liaised successfully on regular basis with the staff of Dept of Agriculture and the officials of several government institutions.
  - ✓ Fruitfully negotiated with sugar mills and government institutions including State governments, PSUs, Municipal Corporations, Indian Navy and Army, successfully signed sales deals for products of public health. Successfully launched & introduced new products/ technologies in field/market
  - ✓ Rewarded for realizing target in the form of cash incentives as well as job promotions whilst, working for FMC & Excel
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### **PROFESSIONAL EXPERIENCE**

#### **MM ACTIV SCI-TECH COMMUNICATIONS PVT LTD**

**Aug 16 – Aug 19**

##### **Heading Agriculture Vertical (GM PAN India)**

- ✓ Spearheaded marketing and business development of Central India's biggest agricultural event Agrovision, Nagpur and other Agri State level events.
- ✓ Meeting Ministers and Bureaucrats both in the Central and State Governments (Ministry of Agriculture, Commerce, Science & Technology, MSME, Textile, Chemical & Fertilizers, Renewable Energy, Food Processing, Fisheries etc) to apprise them about Agrovision and other Agri events (exhibition, panel discussion, workshops, conference) from time to time and secure participation from respective departments and PSUs under their ministries for showcasing their Schemes, Initiatives, Activities etc.
- ✓ Meeting with corporates of agriculture & allied industries to appraise them about Agricultural Events organize by us.
- ✓ Bring all the stake holders on one platform right from policymakers, industry, entrepreneurs and end customer from Agriculture, Science, R & D, Food, Renewable Energy, Irrigation, Animal Husbandry etc

#### **SUSTAINABLE AGRO COMMERCIAL FINANCE LTD (NBFC)**

**Nov' 13 - May 15**

##### **Heading Business Development (DGM PAN India)**

- ✓ Spearhead marketing and business development activities across assigned area through institutions like Sugar Mills, Agricultural Implement, Food processing Industries, Agri Input Segments etc.
- ✓ Develop a competitive business development and sales strategy, uncovering/ creating new opportunities, identifying dynamic and flexible solutions and managing account activity.
- ✓ Efficiently direct, lead and motivate workforce of 120 members; impart continuous on job training for accomplishing greater operational effectiveness/ efficiency.
- ✓ Deftly optimize resources while identifying and mitigating bottlenecks in the line. Identify/network with reliable distributors/ channel partners, resulting in deeper market penetration and wider market reach.

- ✓ Manage entire operations with focus on top & bottom-line profitability by ensuring optimal utilization of resources; responsible for managing complete P&L operations and identifying market share, gauge market dynamics and trends.
- ✓ Conceptualize/ implement revenue generating business strategies, establish business relations with clients (Institutions Public, Private and Government Segments), thereby ensuring higher market share.
- ✓ Accomplish farmer meetings and promote company's objectives in the market place, manage all complaints from the field (farmers, field staff, dealers, and distributors) and resolve the issues regularly and launched and introduced new products and technologies in the field/market with success.

## **SGS INDIA PVT LTD**

**Sep' 10 – Nov' 12**

### ***Sales & Operations Manager (PAN INDIA)***

**In Agricultural Services - IPMD responsible for P& L for the business vertical.**

- ✓ Organized sales promotional activities in a competitive scenario such as campaigns and events and other business development activities as a part of market development effort while registering profitable business
- ✓ Set up channels of distribution to maximize reach and exploit available market potential. Led efforts across conceptualizing, planning and implementing processes to decentralize distribution across the region to drive business volume growth
- ✓ Conducted detail market research and feasibility study to analyze the latest market trends and track the competitor's activities thereby providing valuable inputs to streamline the promotion and distribution strategies.
- ✓ Created and sustained a dynamic environment that fosters development opportunities and motivate performance among team members; identified training gaps and inculcated professional competencies amongst the staff enabling their professional development.

## **NATIONAL BULK HANDLING CORPORATION LTD (Commodity Collaterals Manager) Jul' 07 – Aug' 10**

### ***Mumbai***

***Chief Manager (Business Development & Operations) • May 08 - Aug' 10***

***Manager Business Development & Operations • Jul' 07 - May 08***

- Business Development of all products
- Customer relationship management
- Liaison with banks like HDFC, Axis, SBI, Federal for Collateral Management
- Professional warehousing for agro commodities.
- Funding on Ware house receipt for agro commodities.
- Services providers like Quality assurance / Commodity care (Fumigation) etc

## **SREE RAMCIDES CHEMICALS PVT LTD**

**Oct' 06 – Jun' 07**

### ***Regional Sales Manager (Pesticide Business Pune covering Maharashtra)***

- Marketing of Agro Chemicals and Plant Growth Regulators in Cereals, Fruits and Vegetables.
- Business Planning, Sales, Collection & Product development.
- Sourcing of new molecules for our organization.
- Controlling sales team and distribution network.

### **Achievements:**

- Successfully achieved sales target.
- Established our PGR brand in vegetable & fruit, Sugar Cane, Cotton in Maharashtra by aggressive Market and Product developmental activities.
- Incorporated new enzyme-based products in our range of products targeting fruits and vegetable segment
- Controlled sales team of 17 members, 75 field force and 300 dealers.

**FMC INDIA PVT LIMITED****Jun' 04 – Oct' 06****Area Sales Manager (Patna covering Bihar, Jharkhand, Chattisgarh, Nepal)****Responsibilities: (Bihar, Jharkhand, Chattisgarh and Nepal)**

- Sales and Marketing, Strategy Planning, Execution, Monitoring of Agro Chemicals Public health products.
- Handling institutions like Sugar Mills, State government -Health Dept and Agriculture Dept.
- Managing trade and Co marketers
- Product training to trade, Field staff, Farmers, staff of Sugar Mills.

**Achievements:**

- Established Distribution Channel.
- Successfully achieved targets in cash (DSO Zero Days).
- Increased co marketer's sales of our molecule.
- Handled and motivated rural public (Farmers) to use our product by organizing Farmer Meeting, Product Demonstrations, Field Days and Campaigns in all types of Field crops, Fruits and Vegetables

**BASF INDIA LIMITED****Jun' 01 – Apr' 04****Sales Executive (Kolkata Eastern Part of country)**

- Institutional (Govt./ Industrial) Sales and Development for Public Health Products.
- Govt. Liaison.
- Sales of Public Health products through Agro Trade channel.
- Liquidation of Central (NAMP/ARMY) Supplies.
- Training and Development.

**Achievements:**

- Successfully achieved assigned targets and increased the sales by over 100 % in two years.
- Through aggressive liaison, successfully introduced & generated sales in Railways, State Govt.
- Army, Municipalities and various Govt. Undertakings Industries and Public Limited in East India.
- Successfully launched, introduced & developed the small packs of Fendona (SP) through Agro Channel.
- Liquidated NAMP central supply material (SP) worth Rs. 6.75 Crs. during the year 2003 in East Zone.
- Conducted regularly training programs/demonstration in Govt./Private institutions/Public Health Operators / Agro Sales team.

**EXCEL INDUSTRIES LIMITED****Feb' 98 – Jun' 01****Area Marketing Manager (Mumbai)****Responsibilities: (All India)**

- Development and Marketing for Bio-Pesticides & Plant growth promoters in agriculture segment.
- Pricing, Sourcing, interaction with agency people etc for Bio Pesticides( Life sciences dept)).
- Sales & Development of Termiticide (Chloropyrifos 20 % EC), Weedicide (Glyphosate 41% SL) and Rodenticide in non-crop areas.
- Developed and introduced glue based non-toxic traps for control of household pests.

**Achievements:**

- Successfully achieved assigned targets on all India basis and completed the assignment.

**PEST CONTROL (INDIA) LIMITED****Oct 93 - Jan 98****Technical Officer (Mumbai)**

**Responsibilities :** Technical Training and Supervision of Sales, Service and Operational Staff.

- Type of Jobs Termite control, Vector control, House hold pest control Fumigation etc.

**Achievements:**

- Sales team & operational team achieved the targets in Mumbai

**JAI RESEARCH FOUNDATION (UPL), VAPI GUJARAT**

**Nov' 91 – Sep' 93**

***Research Officer***

- Trials for Fertilizers/Pesticides/Plant growth regulators at field level.
- Statistical analysis of the trial data

## **EDUCATIONAL CREDENTIALS**

**M.Sc. (Agri); 1991**

Punjabrao Krishi Vidyapeeth, Akola

**B.Sc. (Agri); 1989**

College of Agriculture, Nagpur

**Computer Proficiency**

MS Office Suite, Internet Applications, Windows OS

## **Training**

- ✓ Fumigation, Pest Control and Prophylactic Treatments, Central Food Technology Research Institute, Mysore, India
- ✓ Vermiculture Biotechnology, Bhawalkar Earthworm Research Institute, Pune, Maharashtra

**Date of Birth:** 1st September, 1968

**Languages Known:** Marathi, English, Hindi and Gujarati

