

RANJAN S KATYANKAR

Sales and Marketing Professional

Mobile: +91- 7972812131.

Email: ranjankatyankar09@gmail.com



Self-motivated candidate seeking for a challenging job where I can effectively contribute for the growth of the organization as well as for myself.

EXPERIENCE SUMMARY

Experienced in managing large-scale sales operations with responsibility for approximately ₹1 Crore monthly sales targets, leading a 6-member sales team, and managing a network of 600+ distributors. Strong expertise in area sales management, territory development, distributor and dealer management, channel sales, market expansion, business development, farmer engagement, product promotion, and sales target achievement.

PROFESSIONAL EXPERIENCE

1. Job Title: "Area Sales Manager (ASM)-Sales and Marketing"

Organization: **RJ AGRO PVT LTD A-20 Walchandnagar, Indapur Pune.**

Duration: May 2018 to Till.

- Managing sales and marketing operations across the assigned territory.
- Responsible for approximately ₹1 Crore monthly sales target.
- Leading and coordinating a 6-member sales team.
- Managing and developing a network of 600+ distributor.
- Developing strong relationships with distributors, dealers, retailers, farmers, and channel partners.
- Preparing territory-wise sales plans and implementing strategies to achieve monthly, quarterly, and annual targets.
- Developing new markets and identifying new business opportunities.
- Expanding the distributor and dealer network.
- Driving primary and secondary sales through effective channel management.
- Conducting regular market visits to understand customer requirements, market potential, product demand, and competitor activities.
- Promoting agricultural products through dealer meetings, farmer meetings, product demonstrations, and field activities.
- Educating channel partners and farmers about product features, benefits, application methods, and usage.
- Monitoring competitor products, pricing, schemes, promotional activities, and market positioning.
- Collecting market intelligence and providing feedback to senior management.
- Supporting distributors and dealers in improving sales and market coverage.
- Handling customer and channel-partner issues and ensuring effective resolution.
- Coordinating with internal teams regarding product availability, orders, and market requirements.
- Supporting new product launches and promotional activities.
- Monitoring sales performance against targets and taking corrective actions.
- Preparing regular sales, market, and competitor reports.
- Motivating and guiding the sales team to improve productivity and market performance.

2. Job Title: "Senior Sales Director-Multi level Marketing"

Organization: **RIYANSH MULTITRADE PVT. LTD, Sangamner**

- Leading sales and business-development activities within the direct-selling network.
- Developing and managing customer and business-associate networks.
- Driving business growth through customer acquisition, referrals, networking, and product promotion.
- Guiding and supporting team members to improve sales performance and business development.
- Conducting product presentations, business meetings, and training activities.
- Building and maintaining long-term relationships with customers and business associates.
- Supporting team expansion, market development, and sales-growth initiatives.

- Developing leadership capabilities through team building, mentoring, networking, sales management, and business development.

3. Job Title: "Senior Sales Director-Multi level Marketing"

Organization: **Modicare Ltd, New Delhi**

- Working in direct selling and marketing activities with a focus on customer engagement and business development.
- Developing and maintaining customer relationships through direct interaction and regular follow-up.
- Generating new leads through referrals, networking, customer references, and product promotion.
- Promoting company products by explaining their features, benefits, and usage.
- Supporting customer acquisition, retention, and sales growth.
- Building and expanding a network of customers and business associates.
- Participating in product training, marketing campaigns, and business-development activities.
- Supporting team members in sales and customer engagement activities.
- Developing strong skills in direct sales, customer relationship management, communication, negotiation, networking, and business development.

SELF ASSESSMENT

- ⇒ Ability to learn quickly & that has helped me successfully manage the job.
- ⇒ Strongly believe in hard work, Sincerity and Dedication towards work.
- ⇒ Flexible and adjustable in nature.

EDUCATIONAL QUALIFICATION

Name of Examination	University/ Board	Year	% of Marks	Class
B.A (Hindi)	BNMU	2013-15	55.2	Second Class
HSC	BSEB	2011-12	61.3	First Class
SSC	BSEB	2005-06	43.2	Third Class

Computer Literacy: -

- ⇒ Microsoft Office- Microsoft word, Excel, PowerPoint

PERSONAL PROFILE

- ⇒ Date of Birth : 16th June, 1987.
- ⇒ Name : Ranjan Shambhushankar Katyankar.
- ⇒ Languages known : English, Hindi, Marathi.
- ⇒ Marital Status : Married.
- ⇒ Address : Ashok Nagar Near Indane Gas Godown Walchandnagar 413114.

DECLARATION

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

Place: -

Date: - / /

(RANJAN KATYANKAR)