

APURVA BHATNAGAR

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HIGHLIGHTS

Management Faculty with specialization marketing and finance. Total Experience in Teaching and Industry-21 years

PROFESSIONAL SYNOPSIS

- ✓ Teaching Experience of 11 years.
- ✓ Industry Experience of 13 years in Blue chip companies.
- ✓ Thesis Submitted on the topic a study of sales performance of selected FMCG companies with special reference to Bhopal Rural Areas.
- ✓ Course Work completed in the year 2013.
- ✓ UGC net qualified in the year 2012 in management.

EDUCATIONAL QUALIFICATION

- M.A. in Economics From Barkatullah University Bhopal in the year 1998.
- M.B.A. from Institute of Management Studies Devi Ahilya University Indore in the year 1998.
- L.L.B from Barkatullah University in the year 2002.
- Diploma in Management in June 2003 from Indira Gandhi National Open University New Delhi.
- Post Graduate Diploma in Human Resource Management from Indira Gandhi National Open University New Delhi (2002).
- Post Graduate Diploma in Marketing Management from Indira Gandhi National Open University New Delhi (2000).
- Licentiate in Life Insurance from Insurance Institute of India in the year 2010.
- Associate in Life Insurance from Insurance Institute of India in the year 2016.
- Pursuing M.B.A. (Finance) from Indira Gandhi National Open University New Delhi.
- Pursuing Post Graduate Diploma in finance from Indira Gandhi National Open University New Delhi.
- Pursuing fellowship in Life Insurance from Insurance Institute of India.

SUBJECT TAUGHT AT POST GRADUATE LEVELS

- Marketing Management
- Sales and Distribution.
- Advertisement.
- Retail.
- Management of Industrial Relations.
- Environment and Management.
- Insurance
- Financial Services.
- Labour legislations.
- Legal Environment and Business.
- International Business Environment
- Consumer Behaviour
- Research Methodology

Other Responsibilities

- ❖ Organization of Personality Development Programme and Co-Curricular Activities for Students.
- ❖ Mentoring the Students.
- ❖ Handling Students Grievance.
- ❖ Paper Setter and Answer Sheet Evaluator of Bhopal School of Social Sciences.
- ❖ Evaluator of Barkatullah University.
- ❖ Members of Various Committees of the Institute.
- ❖ Guided Student Projects more than Hundred.
- ❖ Sports Coordinator.
- ❖ Organising member of Shaktim (Corporate World Event).
- ❖ Conducting Classes, Test & Quiz for the Students Related to General Knowledge. Reasoning and Maths.

Membership

- ❖ Life Member of Insurance Institute of India.

Skill Acquired

- Tailor made Teaching.
- Teaching Through Case Study.
- Listing
- Increasing Student Participation.
- Innovative way of Learning.

FDP Attended

- Attended NBO -10 a national joint venture event conducted by IIMA and VNS Business School on 22 & 23 Nov. 2010.
- Attended 1 day Programme on Research and data Analysis conducted by VNS Institute of Management Bhopal.
- Attended 4 Hour Workshop on Soft Skills Conducted by Soft Skills Trainers.

Seminars Conference Attended

- International Seminar on India becoming World Leader by 2020 Needs and strategies A management Perspective VNS faculty of Management Bhopal 9-10 Jan 2014.
- International Seminar on Emerging trends in Banking Financial Services and Insurance Sector “ VNS Business School” Bhopal 13-14 March 2014.
- Presented Research Paper on “ Factor Influencing Purchase of FMCG Products in Rural Bhopal Market at National Conference UDUR Model held on 19 June 2017.
- Presented Research Paper A Study On Customer Preference between branded and local water purifiers in Bhopal Area held at scope Engineering College Bhopal 23-24 feb.2018.

RESEARCH PUBLICATION

- ✓ Paper Published & Presenting in National conference “Impact of demonetization on Indian Economy” (17th &18th Feb 2018) at Saifia Arts, Commerce & Law College Bhopal.
- ✓ Paper Published in International Journal on “A study of Customer satisfaction of public sector life insurer”, Shakti **International Journal Of Management Research And Development**” ISSN No 2319-5444.
- ✓ Paper Published in International Journal on “A study on Impact of profitability on Working capital management of Vardhman Textile Ltd.” Shakti **International Journal Of Management Research And Development. ISSN No 2319-5444.**
- ✓ Paper Published in International Journal on “A comparative study of non performing assets management of selected units (HDFC & PNB)” in IRC International Journal of Multidisciplinary Research in Social & Management Science, ISSN no 2320-8236.
- ✓ Paper Published in International Journal on “Du-Pont analysis of BHEL Ltd” in International Journal of Management and Technology and Research ISSN No.-2277-291X
- ✓ Paper Published in International Journal on “A Study on Profitability of HEG LTD” in IRC International Journal of Multidisciplinary Research in Social & Management Science, ISSN no 2320-8236 Vol. 2 July-Sept. 2014

SALES COMPETENCIES

- Sales and Marketing
 - Forecasting monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
 - Driving sales strategies for attainment of periodical targets with a view to optimise revenue from primary as well as secondary markets.
 - Ensuring effective receivable management & ensuring timely collection of payments etc by maintaining stringent credit control measures.

- Business Development
 - Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies.
 - Cracking key accounts developing them as consistent customers so as to contribute towards the profitability of the organization.
 - Planning, organizing and implementing innovative sales programs/strategies to improve the product awareness and brand visibility.

- Distribution and Channel Management
 - Setting up dedicated channel networks for effectively accomplishing revenue estimates and thereby adding to organisational profitability.
 - Evaluating performance of distributors' sales & marketing activities and doing need based promotion planning.
 - Ensuring cost effective logistic operations & seamless materials movement to ascertain sufficient inventory levels at each sales outlet/ distribution channel.

- General Administration/Man Management
 - Training, developing and mentoring in-house sales representatives as well as dealers, retailers and stockists by developing new training tools.
 - Motivating sales teams to enhance performance by management of incentives with career development initiatives and relationship management.
 - Interacting & developing rapport with all external/internal constituents of client at all levels; for maximum client retention and achievement of service revenues.

PREVIOUS ORGANISATIONAL EXPERIENCE

1. Name of the Organization : Bharti learning systems ltd
Period : December 08 to Sept 2010
Designation : Sales Trainer & Master Coach

Adapt at managing the sales activities including planning, execution mentoring and analysis of the sales. Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.

ROLES AND RESPONSIBILITIES

- Identifying Sales opportunity & Process Improvement.
- Ensure the desired product Availability up to the last point in the market.
- Ensure that the distributors & the retailer maintain adequate stock of company products & merchandise as per norms.
- Ensure Continuous Competency Development for all the role holders in the circle through various Training Interventions.
- Continuously assess the impact of training on critical to business parameters i.e. Churn, Collection, fulfilment & customer experience & make required changes in training Eco systems.
- Worked with zonal managers/tsm in management of schemes/Promotions /Contests being run to promote the company Brands.
- Channel Management Achieving Target Month By Month basis in Bhopal zone
- Training Program designed tailor made program for various groups in sales team & Channel Partners
- VAS(value Added Services) Enhancing Knowledge regarding vas schemes for sales generation
- Market intelligence Analyzing & Benchmarking the market potential & perform all KRAs like opening of outlets, Activations Focus on low revenue sites.
- Stock management Keeping scheduled meeting with dealers & ensuring physical checking of stocks.
- Responsible for training & development of various rural sales officers & territory managers working with Bharti Airtel Ltd.
- Supervising teams of Trainers in the Zone.
- Responsible for on the job training programs on the field with RSO/TM.
- Helping participants to improve their knowledge Attitude & skills.
- Responsible for Grooming & personality development of various RSO/TM while on Coaching.

DEC-04 – DEC-08

Dabur India Ltd, Indore

Sr. Sales Officer

Dabur India Ltd. is the fastest growing household consumer care company in India dealing in brands Amla, Vatika, Lal Dant Manjan, Hajmola, Chawanprash, Meswak, Babool, Promise etc with annual turnover of Rs.3000 crores.

Notable Accomplishments:

- Spearheading a team of **5 distributors**, 4 I.S.R& 6 salesman of the company for **KHANDWA/BHOPAL/ITARSI region** and handling the business of all brands.
- Won first prize in indore branch for giving **highest growth** in my rural area and continuously
- Won 1st prize in **Bull's eye** contest in 2006-07 financial year
- Won Meet "Amitabh" contest for DCP for Nov-dec for 2007 for indore branch.
- Won best performer in **NPD** launching in my branch.

SEP1997 - Till DEC04

GODREJ CONSUMER PRODUCTS LTD

Sales officer

GCPL is the fastest growing household consumer care company in India dealing in brands Cinthol soaps& dyes with annual turnover of Rs1500 crores..

Notable Accomplishments:

- Spearheading a team of **11 distributors** and 6 sales representatives of the company for **Bhopal region** and handling the business of brands of **GCPL**.

IT SKILLS

- Operating Systems : MS DOS, Win 95, 98.