

Yogendra patekar

H. No.20 krishna vihar colony Itarsi dist, Hoshangabad, Madhya Pradesh

📞 9685487276 | ✉️ yogitalkwithyou@gmail.com

PROFESSIONAL SUMMARY

Results-driven Sales Professional with **12+ years of experience** in FMCG and snack food industry. Proven expertise in achieving sales targets, expanding distribution networks, strengthening market presence, and building strong customer relationships.

CORE SKILLS

Sales & Business Development | Target Achievement | Channel Management | Market Expansion | Distributor Handling | Customer Relations | Sales Planning | Team Coordination

PROFESSIONAL EXPERIENCE

Sales Officer – Prataap Snacks Ltd. (Apr 2022 – Present)

- Manage end-to-end sales operations and achieve primary & secondary targets.
- Develop and manage distributors and key retailers.
- Execute promotions, schemes, and ensure product visibility.
- Monitor competitors, prepare reports, and ensure timely collections.

Sales Officer – Maa Laxmi Food Pvt. Ltd. (Nov 2018 – Mar 2022)

- Handled territory sales, distributor network, and market expansion.
- Improved sales volume through effective promotions and planning.
- Maintained sales reporting and payment collections.

Sales Supervisor – Bikano Namkeen Pvt. Ltd. (Jan 2018 – Oct 2018)

- Supervised field team and ensured target achievement.
- Trained staff and handled key distributors.

Area Sales In-Charge – Test Healthy Foods India Pvt. Ltd. (Feb 2017 – Dec 2017)

- Managed multi-town sales operations and distribution.
- Strengthened retail coverage and market penetration.

Territory Sales In-Charge – Ravi Foods (Dukes) Pvt. Ltd. (Jun 2015 – Jan 2017)

- Increased territory sales and retail base.
- Managed merchandising and stock availability.

Sales Officer – Euro India Fresh Foods Pvt. Ltd. (Dec 2014 – May 2015)

- Developed tehsil-level markets and distributor relations.
- Promoted products and improved outlet coverage.

Sales Officer – Badri Vishal Agro Pvt. Ltd. (Mar 2012 – Nov 2014)

- Managed key retailers, merchandising, and field staff.
- Achieved consistent sales targets.

Sales Representative – Ahura Nutri Sneks Pvt. Ltd. (May 2010 – Feb 2012)

- Executed promotions, distributor handling, and new business development.

EDUCATION

B.A. – Barkatullah University, Bhopal (2007)

XII – MP Board (2004) | **X** – MP Board (2002)

PERSONAL DETAILS

DOB: 28/02/1986 | Marital Status: Married | Languages: English, Hindi

DECLARATION

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

Place: Hoshangabad | **Signature:** yogendra patekar