

Deepak Kapoor

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Experienced professional with excellent management, sales, marketing, presentation and business development skills. Determined, committed, highly motivated and able to liaise with people at all levels of responsibility. Recognizes that high levels of service and excellence are only achieved through a knowledgeable, dedicated and motivated team.

Current Company: RUPA & COMPANY LTD., (BRAND: M-SERIES (Macroman/Macro woman/Softline/Footline/Legging)

Designation: Regional Sales Manager

Profile: Channel Sales / Distribution / Regional LFS

Tenure: September 2023 to till date

Area: North India

Roles & Responsibilities:

- Manage the sales and operation of the channel sales for brand **M-Series (Macroman/Macro woman/Softline/Footline/Legging)**
- Implemented the distribution network efficiently and increase the number of distributors in region.
- Strategizing the long-term business plan with channel partners with growth in sales by 15% in each quarter.
- Linking maximum retailers with the distributors by developing team and implemented new marketing campaign through company app and DMS system resulting in a growth of around 15% in brand awareness.
- Budget and Forecasts for brand through team of marketing for promotional activities in the region.
- Setting up team secondary targets & it's smooth primary achievements.
- Complete monitoring of outstanding collection and timely payment from distributors to company/ market and store visits for feedback for product related issues/VM activities on timely basis / Coordination with design team for market feedback for new product category introduction/ handling distributors at different levels to understand the requirement related to market and issues.
- Team of 20 ASE and 3 ASM's.
- Formulating the strategy for the new product innovation.
- Planning for new business strategy for creating awareness among the team member for the brand on regular basis.
- Implementing sales forecast regarding the region.

Company: SBC EXPORTS LTD., (BRAND: F-route)

Designation: Deputy General Manager

Profile: Channel Sales / Distribution / LFS

Tenure: March 2022 to till date

Area: North & Central India

Roles & Responsibilities:

- Manage the sales and operation of the channel sales for brand **F-route**
- Implemented the distribution network efficiently and increase the number of distributors from 0 to 42 Nos.
- Strategizing the long-term business plan with channel partners with growth in sales by 20% in the first quarter.
- Linking maximum retailers with the distributors by developing team and implemented new marketing campaign resulting in a growth of around 15% in brand awareness.
- Budget and Forecasts for brand.
- Setting up team targets & it's smooth achievements
- Complete monitoring of outstanding collection and receivables/ market and store visits/VM activities/ Coordination with design team for market feedback/ handling distributors.
- Team of 8 TSE and 4 ASM's

Company: J.G. HOSIERY PVT. LTD., (BRAND: SPORTO RED & ZOIRO)

Designation: DEPUTY REGIONAL SALES MANAGER – NORTH

Profile: Channel Sales / Distribution

Tenure: March 2020 to September 2021

Area: Delhi/ Haryana/Eastern UP

Roles & Responsibilities:

- Manage the sales and operation of the channel sales for brand **Sporto Red & Zoiro**.
- Manage the distribution network efficiently and increase the numbers from 4 to 14 Nos.
- Strategizing the long-term business plan with channel partners.
- Implementing strategy to link maximum retailers with the distributors.
- Ensuring right product placements at distributors end for Sporto Red & Zoiro.
- Developed market availability of the right merchandise at retail counters.
- Brand positioning & advertising by creating awareness.
- Budget and Forecasts for each brand.
- Setting up team targets & it's smooth achievements with growth of 25% in first 6 months.
- Complete monitoring of outstanding collection and receivables/ market and store visits/VM activities/ Coordination with design team for market feedback/ handling distributors 16 & 8 Nos. team of 8 TSE.

Company: SHARADHA TERRY PRODUCTS LTD., (BRAND: MICROCOTTON)

Designation: ZONAL SALES MANAGER – NORTH

Profile: Channel Sales / Distribution

Tenure: July 2016 to March 2020

Area: Delhi/Haryana/Punjab/HP/J&K/UP & Uttrakhand

Roles & Responsibilities & Achievement:

- Manage the sales and operation of the channel sales. Product terry towel and bed linen.
- Launched the distribution network efficiently in the region.
- Strategizing the long-term business plan with channel partners for quarter on quarter growth of 20%.

- Ensuring the availability of the right merchandise at retail counters.
- Brand positioning & advertising by creating awareness for brand image growth.
- Smooth operations for conventional trade.
- Ensuring smooth and timely supply of the right merchandise.
- Budget and Forecasts
- Setting up team targets & it's smooth achievements.
- Manage to deal with 10 distributors across the region.

June 2012 – July 2016 RUPA & COMPANY LIMITED., (BRAND - BUMCHUMS) BUSINESS DEVELOPMENT MANAGER

\Key Responsibilities and Achievements:

- To appoint new distributors, generating business through dealer channels in the Delhi, Western UP & Uttaranchal, **Haryana/ Punjab/ HP & J&K with growth of 50 % in first year.**
- To exceed monthly/annual sales targets and manage product promotional campaigns
- Led product launch presentations
- To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
- **To monitor advertising and promotional activities of company.**
- **Impact of merchandise at Multi Brand Stores**
- To receive, assess and respond to dealer feedback
- **To manage and lead a big team of Two ASM's, 5 Sales Officers**
- **Operating through 4 Agents, 45 Distributors and 12 Wholesalers.**

Feb 2009 – June 2012 TOTAL WARDROBE SOLUTIONS (A UNIT OF S. KUMARS NATIONWIDE LIMITED (BRAND - BELMONTE), AREA SALES MANAGER

Key Responsibilities and Achievements:

- To appoint new dealers generating business through dealer channels in the National Capital Region
- To exceed weekly/monthly/annual sales targets and manage product promotional campaigns
- To manage Key Accounts within assigned region
- To deliver product launch presentations
- To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
- **To monitor advertising and promotional activities of Belmonte stores and MBOs, converting MBOs into EBOs, maintaining SIS for company.**
- **Impact of merchandise at Belmonte stores**
- To receive, assess and respond to dealer feedback
- To manage and lead a big team
- Operating through DCA (Del Crada Agent)

Nov 2005 - Feb 2009 RAYMOND APPAREL LIMITED, (BRAND – PARK AVENUE ASSISTANT MANAGER SALES

Key Responsibilities and Achievements:

- To appoint new dealers generating business through dealer channels in the National Capital Region
- To manage different clients' product needs and specifications
- To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
- **To provide expertise and assistance to the franchisees in creating a unique ambience and visual impact of merchandise at Raymond stores, MBO's etc.,**
- **To manage staff which include the CFA**

**Apr 2003 - Nov 2005 ZODIAC CLOTHING COMPANY LIMITED, BRAND – ZODIAC AND ZOD
ASSISTANT BRANCH MANAGER**

Key Responsibilities and Achievements:

- To appoint new dealers generating business through dealer channels in the National Capital Region
- To exceed weekly sales targets and manage product promotional campaigns
- To manage Key Accounts within assigned region
- To deliver product launch presentations
- To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
- **To monitor advertising and promotional activities of Zodiac stores and MBOs converting, MBOs into EBOs**
- **To provide expertise and assistance to the franchisees in creating a unique ambience and visual impact of merchandise at Zodiac stores**
- To receive, assess and respond to dealer feedback
- **To handle Institutional Sales**
- To manage and lead a big team

**Dec 1998 - Apr 2003 CHARLIE CREATIONS PRIVATE LIMITED (BRAND – CHARLIE/ OUTLAW/
KOUTONS) SENIOR SALES EXECUTIVE**

Key Responsibilities and Achievements:

- To generate new dealers
- To receive, assess and respond to dealer feedback
- To deliver product launch presentations
- **To manage the Company's franchisee operations**
- To manage the Company's Key Accounts

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- 1991 - 1994 Kanpur University - B.Com.
- 1996 - 1997 Bhartiya Vidya Bhawan, Mumbai (Nodal Center, Kanpur) - Post Graduate Diploma in Sales and Marketing (approved by AICTE, Government of India)

HOBBIES AND INTERESTS

- **Reading, Current Affairs, Cricket and Travelling**

REFERENCES AVAILABLE ON REQUEST