

# ASHISH BALRAJ KATARPAWAR

Mobile: 8308520856

E-Mail: ashishkatarpawar@yahoo.com

~ Sales & Marketing ~ Business Development ~ Channel Management ~ Team Management

## EXECUTIVE SUMMARY

- Marketing Professional With 14Years 3months Of Qualitative Experience In Sales And Marketing, Business Development & Distribution Management In Zydus Lifesciences.

Known Each And Every Hospital And Institutes In Nagpur,Gondia,Chandrapur, ,Akola,Yavatmal and Amravati hqs.

Currently Associated With Zydus Lifesciences as an AREA SALES MANAGER with covering Nagpur ,Gondia Chandrapur,Akola,Amravati and Yavatmal and also having 1.5 year experience as an ABM at Aurangabad,Nanded and Parbhani . Dealing With PHY, Ortho,Surgeons ,ENT ,GASTRO,URO,SEXO,DIABETO & GP

- Significant Experience In Executing Operations Pertaining To Marketing Of Products And Developing Business
- Plans For The Achievement Of These Goals.
- Demonstrated Abilities In Implementing Strategies For Augmenting Business, Identifying And Penetrating New Market Segments, Promoting Brand For Business Excellence.
- Proficient In Cementing Healthy Relationship With Clients For Generating Business As Well As Leading & Training Field Force Towards Accomplishing Business And Corporate Goals.
- An Effective Communicator With Excellent Relationship Building & Interpersonal Skills. Possess A Flexible & Detail-Oriented Attitude.

## AREAS OF EXPOSURE

### Sales & Marketing / Business Development

- Driving marketing initiatives & managing the frontline sales team to achieve goals.
- Initiating and developing relationships with target organizations for business development.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Monitoring competitor activities and devising effective counter measures.
- Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

### Product Promotion

- Framing strategies for establishing greater awareness about company & its products. Building brand focus in conjunction with operational requirements.
- Implementing the pre/post launch sales promotional activities for the brand building and market development.

### Channel Management

- Enabling business by developing & managing a network of Channel Partners, Stockist Distribution Network & C&F across assigned territories.
- Monitoring the stock levels of stocks at Stores & ensuring timely procurement and replenishment of stocks.
- Ensuring optimum inventory levels to achieve maximum cost savings with minimum holding of stock; maintaining storage areas and arranging infrastructure to ensure smooth flow of operations.



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15May2008– 31May2017

**CAREER CONTOUR**  
**BUSINESS OFFICER**

ZYDUS Healthcare LTD

**ZYDUS Fortiza**

- Steering the sales activities across NAGPUR, & PERIPHERI .
- Having experience to handle the , NSAIDS, PPI,, MULTIVITAMINS,ANTI RABIES, MENS SEXUAL HEALTH MED, ANTIBIOTIC
- Leading business activities for distributor's sales Meeting and continues education program for nurses and paramedical staff..
- Having sound exposure of GASTRO,PHYSICIANS,ORTHOPAEDIC,SURGEONS,UROLOGIST,SEXOLOGIST & G P,

**Major Attainments:**

- Joined the organisation 15 MAY2008 as a BUSINESS OFFICER
- Successfully launch the MANY PRODUCT LIKE ETOGESIC TAB,PANTODAC DSR,PENEGRA,VAXIRAB in NAGPUR MARKET.
- Set up totally new Distribution network in Nagpur and NAGPUR Market.

**1st of JUNE 2017 TO TILL DATE WORK AS AN AREA SALES MANAGER in SAME COMPANY SAME DIV.**

- COVERING HEADQUARTER GONDIA  
,CHANDRAPUR,AKOLA,AMRAVATI,YAVATMAL,AURANGABAD,NANDED,PARBHANI
- MAJOR COVERED SEGMENT PHYSICIAN,ORTHO,GASTRO,URO,SEXO,DIABETO AND GP.
- Seven BUSINESS OFFICER REPORTED TO ME

**CURRENT CTC**

- **10.95 LAKH/ANNUM**

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**SCHOLASTICS**

H.S.C.	NAGPUR BOARD	49.83%	2004
BSC(MATHS).	RTMNU	52.51%	2007

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**IT SKILLS**

- Expertise in MS CIT, MS-Office & Internet.

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**PERSONAL DOSSIER**

Date of Birth : 09thMay 1986

Address :House no.572, Behind Veterinary college Near Gandhi Putla Jai kirana stores Seminary Hills Nagpur-06

Languages Known : English, Hindi , Marathi and Telugu



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Preferred Location : Nagpur

Reporting to : RSM

PLACE - NAGPUR

DATE -1/05/2023

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