

Chand Jee Zutshi

Current Location - Delhi
Preferred Location - North India
Notice Period - Immediate

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To work in an organization and utilize my strengths in dealing with people and situations for achieving targets, while implementing company's policies to optimize profits/goals.

WORK SUMMARY

30+ years of experience in hard core FMCG including GT/MT.

Have worked with

1. Britannia Industries Limited
2. Gandour India food processing pvt ltd
3. Unibic foods India pvt ltd
4. Capital foods pvt ltd
5. Mrs. Bectors food specialities
6. Kappa Coffee Pvt Ltd

PROFESSIONAL EXPERIENCE

1. Organization Name
Kappa Coffee Pvt Ltd

Duration: 2022 - 2024

Designation

Sr, Manager-Retail
Pan India
HQ: Delhi

Location Handling

Delhi-Ncr, Mumbai, Pune, Kolkata, Bengaluru

Product Handling

Fresh Roasted Coffee

Business Growth

Financial Year	Total Business Value	Average Business Value	Growth %age
2021-2022	4047610	337301	
2022-2023	6184582	515382	53%
2023-2024	10804162	900347	75%

Business Sources

- Nature's Basket
- Foodhall
- Plum the Gourmet- Surat-Gujrat
- Le Marche
- Haiko Supermarket
- New Modern Bazar
- Spencer's Retail
- Simpli Namdhari
- Dorabjee's

2. Organization Name

Mrs. Bectors food specialities limited
Cremica Biscuit

Duration: 2019 - 2021

Designation

Regional Sales Manager, (GT-80%/MT-20%)
North India
HQ: Delhi

Location Handling

Delhi All.

Product Handling

Biscuits

Sep'19 I took over the business from an average volume of 16,700 cbbs Value 1.25 CR (April'19-Aug'19) which was -12% degrowing over last year from an average volume of 18,900 cbbs Value 1.41 CR, (April'18-Aug'18)

2019-2020 = 18,300 cbbs Volume Average & Value Average 1.37 Cr
2020-2021 = 21,760 cbbs, Volume Average & Value Average 1.65 Cr

Volume Growth % age = 19% & Value growth of 20%.

Gaps Identifying –

Cremica Service history - Outlets were not covered.
Lack of brand awareness & availability of the company products.
To understand the distribution of cremica products.
Understand the categorical performance based on the retailer's feedback and capturing their immediate wants.
Evaluate branding opportunities across the market especially high-end outlets and understand store-keeper's requirements as far as sale pitch is concerned.
Check NPDs performance Vs. existing SKU

Action Plan –

Identifying the standalone outlets and have finalized TOT along with the store managers & captured a growth of 98%.

	Volume	Paid CPO Outlets	Value (lacs)
Aug'2019	1667	214	0.15
March'2021	3222	320	0.29

Wholesale drive to grow 100% , Identifying major areas like New Kondli, Kalyanpuri, Laxmi Nagar, Mandoli Road, Shadhara, Sangam Vihar, Govindpuri, Moti Nagar, Uttam Nagar, Rohini

	Ws	
	Cbbs	Value (lacs)
Aug'2019	1000	0.05
March'2021	2000	0.10

GT Drive, increased numeric distribution, channel partners, Man power, focus on sales strategies.
Gain a growth of 20% in pure retail business.

	GT Business	
	Cbbs	Value (lacs)
Aug'2019	14033	1.05
March'2021	16800	1.26

Total

	Total Average	
	Total Cbbs	Value (lacs)
Aug'2019	16700	1.25
March'2021	22022	1.65

Over All Growth = 32%

Outlets Covering

20,000 (Direct Coverage)

Business Volume

20 Crore (PA)

Team Size

66

Direct Payee: ASM, ASE, SO, SR
04, 02, 04, 50

Indirect Payee: ADSR
06

Key Responsibilities/Skills

1. Strong Leadership & team building skills
2. Take care of complete channel distribution network for the entire north India.
3. Ensure effective new product introduction.
4. Commercial hygiene compliances.
5. Forecast accuracy / AOP (Analyzing the last 3 months trend line business volume & on that basis growth part is taken for different territories- Keeping in view the AOP numbers also)
6. Sales analysis & Sales strategy.
7. Monitor competition activities
8. Sales Budgeting/van operation plans
9. Presentation /Oral communication skills

3. Organization Name

Capital Foods Private Limited

Duration: 2018 - 2019

Designation

Sales Manager, (GT-80%/MT-20%)

North India

HQ: Delhi (East, South North, West , Central part of Delhi)

Location Handling

Delhi

Product Handling

Instant Noodles, Chinese Sauces, Pasta Masala, Instant soups, Schezwan Chutney, Ginger garlic paste.

3. Organization Name

Unibic Foods India Pvt Limited.

Duration: 2017 - 2018

Designation

Area Business Manager, (GT-80%/MT-20%)

North India

HQ: Delhi

Location Handling

Delhi & Ncr

Product Handling

Biscuits

4. Organization Name

Gandour India food processing Pvt ltd

Duration: 2015 - 2017

Designation

Area Sales Executive, (GT-100%)

North India

HQ: Delhi

Location Handling

Delhi & Ncr

Product Handling

Chocolates & Cakes

5. Organization Name

Britannia Industries Limited.

Duration: 1993 - 2015

Designation

Area Sales Executive, (GT-80%/MT-20%)

North India

HQ: Delhi

Duration: 2013 - 2015

Location Handling

Rajasthan, Jammu & Kashmir, Punjab, Himachal Pradesh

Product Handling

Biscuits, Cakes, Dairy Products, Rusk

Designation

Sales Officer, (GT-100%)

North India

HQ: Delhi

Duration: 2005 - 2012

Location Handling

Punjab, Haryana, Delhi NCR, Kolkata, North Bengal

Product Handling

Biscuits, Cakes, Rusk

Designation

Territory Sales In charge, (GT-100%)

North India

HQ: Delhi

Duration: 1993 - 2004

Location Handling

Western UP, Uttarakhand , Delhi, Punjab

Product Handling

Biscuits, Cakes, Rusk, Bread

Geographies/Channels handled

- * Delhi-NCR
- * West UP
- * Uttarakhand
- * Punjab
- * Himachal Pradesh
- * Haryana
- * Rajasthan

- * J&K
- * Kolkata-West Bengal
(Working in North Bengal Siliguri, Darjeeling, Jalpaiguri, Coochbehar, Malda, North Dinajpur, South Dinajpur)
- * Mumbai
- * Pune
- * Bengaluru

Channel Handled

General Trade/Modern Trade
Rural Sales & Marketing

Business Development

- ⇨ Building and maintaining healthy business relations with High Net worth, ensuring high satisfaction matrices by achieving delivery & service quality norms.
- ⇨ Managing the overall functioning by identifying improvement areas and implementing adequate measures to maximize satisfaction level.
- ⇨ Ensuring a maximum visual impact and optimum shelf availability through merchandising techniques
- ⇨ Implement and monitor promotional activities.
- ⇨ Point of buying material placement & implementation.

KEY ACHIEVEMENTS

- Won Regional contest named ". *Britannia khoa cricketer bar jao-2004*
- *2 nights 3 days tour to Bangkok on behalf of Britannia khoa cricketer ban jao*
- *Bangkok trip twice in a year- April 2004 and July 2004*
- Consistent performer and always crack the sales target with comfortable margin. Achieved target in financial year 2005-2006
- Annual Performance Award of Rs 61250 for Budget Year 2005-2006
- Promotion to selection grade as a part of the management staff as a Sales Officer w.e.f 1st September 2005.
- International trip to Thailand for developing rural 24 van days in Bengal (2009-2010)
- Consistent Quarterly performer 2009-2010 (Recognition for Market Ka Raja continuously last 3 quarters)
- Promoted to Officer Grade 2 effective July 2011
- Roll out PC model in Delhi Metro (2010)
- 1st SO territory RTM launch in Delhi East
- Double digit growth in Rajasthan (2013-2014)
- Bangkok contest won On achieving Q1 targets for year 2018-2019 In capital Foods Pvt Ltd.
- Incentive Of 2 lacs for Q2 & pop up 30 gm's Gold Coin Achiever (2018-2019)

PERSONAL TRAIT

1. Self motivated with ability, to meet the objectives of the company by taking initiatives.
2. Positive attitude towards life and carrier
3. Logically solving problems
4. Hard worker

ACADEMIC CREDENTIAL

Bachelor of Science	Kashmir University	1986-1987
12 th	J&K Board	1984-1985
10 th	J&K Board	1980-1981

COMPUTER PROFICIENCY

Basic Knowledge of computer, Office word/Office excel/Office power point and net sur

PERSONAL DETAILS

Father's Name : Late Pushkar Nath Zutshi
Gender : Male
Languages Known : English, Hindi, Kashmiri, Punjabi
Marital Status : Married
DOB : 1st April 1964
Nationality : Indian
Current CTC : 10.20 lacs
Expected CTC : 13.00 lac's (+ 20% Hike)

Dated : 22-01-2025
Place : New Delhi

(C. J. ZUTSHI)