SANDEEP CHHIBBER

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**CAREER OBJECTIVE:**

To contribute to the organization I work, for achieving its objectives by being a focused catalyst and become an indispensable asset to the organization.

### CAREER SKILLS

* Team Management \* Business Communication skills
* Facilitator/leadership skills \* Business Planning
* Team development/productivity \* Opportunity recognition
* Team building/training \* Competitive maneuvering
* Client development/retention \* Closing/contract negotiations
* Operations/service/quality \* Customer Service
* P&L Management

***PROFESSIONAL EXPERIENCE***

***26+ years experience in marketing and sale of Cosmetics, beauty-parlor range & Healthcare, Pharma / OTC products, planning & implementation of sale policies, responsible for business relationship strategy, setting up operations, client services and development , Team Management***

***Currently I am working with Pukhraj Healthcare Pvt. Ltd, a Jalandhar based Healthcare Company as National Manager from Aug.2016.***

***Previous employment:***

***1)***  **Bakson Drugs & Pharmaceuticals Pvt Ltd** from January 2015 to July 2016 as National Sales Manager for their Cosmetic division under the brand name of Sunny\* with key responsibilities as follows :

* + Launching of the company’s product in PAN India Market. I have successfully done by appointing 34 super stockiest within the time of 12 months. These includes186 strong distributors and 104 sales force to cater them.
  + Successfully launched parlor range in all major towns of India
  + Handle the recruitment of new sales team for all India.
  + Planning training’s, appraisals to ensure a motivated staff and result oriented sales team.
  + Define monthly targets & incentive schemes for all the sales team members.
  + Define sales promotion activities for the dealers.
  + Co-ordinate team motivation, training, growth & development activities.
  + Controlling expenses to ensure positive growth from my region.

1. ***Ratnasagar Herbals Pvt Ltd. A Kolkata based Cosmetic Company, having its two manufacturing units at Baddi Himachal Pradesh***

***Brand Name : Joy cosmetics.*** *June 2014 - Jan 2015 as Regional Sales Manager-North. The area handled – Haryana, Punjab, J&K, Himachal and ensure to meet the Revenue and collection targets for the zone by appointing new C&FA and handling successfully the existing C&F of Haryana and J&K. with the team strength of ~40 ASM/ASE/TSO….*

1. ***Aura Sales & Beauty Products*** *engaged with skin care ,health care and parlor product from july 2011 to May 2014 as* ***Sales & Marketing Head*** *(Pan India) reporting to* ***Chairman cum Managing director*** *of the company. I was responsible for PAN- India sales & marketing for the products* and in first phase done the successful launching in the region **of Punjab, Himachal Pradesh, Haryana, J & K, and Delhi NCR** *; There is team of 16 people which includes ASMs, BDMs, BPEs who are reporting to me directly and I am responsible for :*
   * Launching of the company’s product in Northern Indian Market.
   * Handle the recruitment of new sales team for all Northern India.
   * Planning training’s, appraisals to ensure a motivated staff and result oriented sales team.
   * Define monthly targets & incentive schemes for all the sales team members.
   * Define sales promotion activities for the dealers.
   * Co-ordinate team motivation, training, growth & development activities.
   * Controlling expenses to ensure positive growth from my region.

1. ***RICHFEEL Health & Beauty Pvt Limited*** *engaged with skin health care parlor product September-2010 to march 2011 as* ***Regional Sales Manager*** *(North) reporting to CEO of the company. I was taking care and responsible for Delhi, Haryana, Punjab, Rajasthen, Jammu & Kashmir, uttrakhand and Uttar Pradesh. A team of 28 people which includes ASMs, BDMs, BPEs who are reporting to me directly and I was responsible and looking after and taking care of 8 S/s of entire northern region.*
2. ***RDM CARE INDIA (P) LTD*** *formally known as* ***Ayur******Herbal,*** *from September 2009 till Sept 2010. I was appointed to look after and launch its premium range* ***AROMAZ*** *in NORTH INDIA to start with from Delhi and Haryana, and then gradually to entire Northern India, and I have successfully launched Delhi, ,Haryana ,Himachal Pradesh by appointing new C&FA and handling successfully the existing C&F of Punjab and J&K.*
3. ***Pesco products*** *formally known as* ***Peshawar soap and chemicals*** *as* ***Marketing Manager*** *from Dec. 2006 to July 2009. The company is engaged with manufacturing of high class shampoo , face wash****, kesh nikhar******soap****, pesco neem soap etc..* ***I*** *was responsible for all India sales and collections, sales forecasting, marketing strategy, launching of new products, recruiting and training of the sales staff.*

7) **‘Quick Pack Cosmetic Pvt. Ltd’** from March 2005 to Dec. 2006 as ‘**Marketing Manager’**. The Company is engaged in manufacturing the many cosmetics product under the Brand name **‘Renuka’**.

8) **SAINI HAIR CARE PRODUCTS PVT. LTD , October 2001 to Feb 2005 as ‘Sales Manager’**. The company is Delhi based company dealing in hair- care products. I was responsible for the: Launching of the company’s new products i.e S**aini hair oil (in white pack )** & **Ashwa capsule** in Indian Market and in first phase done the successful launching in the region **of Punjab, Rajasthan, Gujrat, Orissa, J & K, and Delhi NCR;** Planning training’s, appraisals to ensure a motivated staff and result oriented sales team. Handled the recruitment of sales team for my region.

9) **‘BAKSONS Drugs & Pharmaceutical (P) Ltd.’** dealing in cosmetics (Sunny Shampoo) and homeopathy drugs from **July ’1991** to **January 1996** as ***‘Regional Manager’*** and was responsible for Western U.P., Bihar, Delhi, Rajasthan, Gujrat, Punjab, Madhya Pradesh and Maharasthra.

10) **RALSON REMEDIES (P) Ltd. - Homeopathic division** as ‘Field Sales Officer’ from **January’89 to July’91** and was handling the area of West Delhi and PEPSU Belt of Punjab.

11) **Dhupar Sale orgnisation india Pvt Ltd** – Delhi, manufacturer of cosmetics and perfumes as Sales Officer from April- 88 to December -88 and handling South Delhi.

12) **‘COSCO India Ltd.’** - Delhi manufacturer of Sports Goods as ‘‘Zonal Sales Representative’ **from August ’86 to April’88** and was responsible for to launch the Hi-Tech Product through Dealer’s network and handling the area of Delhi, U.P., Punjab, Haryana, J&K, Rajasthan & Chandigarh.

In the year 1996 I have also taken over my own projects of Sales by doing the trading for consumer products. I have done the trading for the following companies:

1. ‘Nexus India Ltd.’ , Delhi dealing in Coconut Oil
2. SWAN Foods Pvt. Ltd.’; Jamnagar dealing in Confectionery items
3. Modern Sales, Delhi dealing in confectionery items
4. Radha Confectionery (P) Ltd., Delhi dealing in confectionery item
5. J K Laboratories, Ahmedabad dealing in cosmetics

***EDUCTIONAL QUALIFICATION***

1. Bachelor of Commerce from ‘Delhi University’ in the year 1985.
2. Senior Secondary from Delhi Board in the year 1982 with the Commerce background.

**PROESSIONAL QUALIFICATION:**

One year Diploma in ‘**Sales & Marketing’** from NIS (National Institute of Sales), Patel Nagar Branch, Delhi.

#### COMPUTER LITERACY

Good knowledge of computer – well verse of Windows, MS-Office, Internet & email.

#### INTERESTS

Music, traveling, Cricket, Reading

***MAJOR STRENGHT:***

My major strength as a marketing person is the extensive knowledge of most part of India and the market position for fast consuming products and Homeopathic medicines in all the areas. Traveling and meeting with new people is one of my areas of interest.

***PERSONAL BRIEF :***

Marital Status : Married

Mailing Address : A-402, Himachal Apartment,

Plot # :21, Sector – 5,

Dwarka

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