

Pramod Kumar Prasad

68, Dr. Suresh Sarkar Road, 1st Floor, Block – C, Entally, Kolkata – 700014

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Professional Summary

Experienced Sales Professional with 12+ years in FMCG, Beverage, and Retail Merchandising. Strong expertise in GT Sales, outlet expansion, distributor coordination, and executing high-quality in-store visibility. Skilled in driving sales growth, handling retail operations, and building long-term customer relationships. Looking for opportunities as Merchandiser / GT Sales Executive across FMCG & Beverage sectors.

Work Experience

Starlight Market Research Pvt. Ltd. (NON STOP™ Energy Drink) — Senior Sales Representative (2024 – Present)

- Handling GT sales and market execution. • Daily beat planning, order generation & new outlet activation. • Managing distributor coordination and visibility execution. • Supporting market research and product performance feedback.

Red Bull India Pvt. Ltd. — Sales Striker (15.07.2015 – 2024)

- Covered 30–40 outlets daily, ensuring availability & visibility. • Built new dealers and expanded market coverage. • Identified new business opportunities and supported ASM/RE in execution.

Dabur India Ltd. — Sales Representative (15.01.2014 – 10.07.2015)

- Expanded retail network through new dealer appointments. • Achieved daily sales targets and maintained customer relationships.

Diamond Beverages Pvt. Ltd. (Coca-Cola) — Sales Representative (16.11.2011 – 14.01.2014)

- Managed territory sales & increased outlet penetration. • Ensured product availability and market execution.

Educational Qualifications

- Pursuing B.A. (Arts) – Chhatrapati Shahu Ji Maharaj University, Kanpur (2018 – Present)
- Class XII – W.B.C.H.S.E (2006)
- Class X – W.B.B.S.E (2003)

Additional Qualifications

- Certificate Training in Motor Mechanic – La Martiniere Seomp Society

Computer Skills

- Microsoft Word, Microsoft Excel

Personal Information

- Languages Known: Hindi, Bengali, English
- Hobbies: Painting
- Marital Status: Married
- Gender: Male
- Nationality: Indian
- Religion: Hindu

Declaration

I hereby declare that all the information provided above is true and correct to the best of my knowledge.

(Pramod Kumar Prasad)

Place: Kolkata