

Nitish Dubey

AREA MANAGER

Results-driven Sales and Channel Management professional with 10+ years of experience in driving business growth, market expansion, distributor management, and revenue generation across retail and wholesale channels. Proven expertise in sales planning, team management, channel sales, and market analysis. Skilled at achieving sales targets, improving collections, and building strong business relationships.

✉ nitishdubey819@gmail.com

☎ +91 7985446631

🌐 [linkedin.com/in/nitish-dubey2823](https://www.linkedin.com/in/nitish-dubey2823)

EXPERIENCE

Dec 2021 – Present

Area Manager –Raymond Ltd., Patna, Bihar

- Managing domestic sales operations for EBO, MBO, and distributor channels across Bihar.
- Overseeing a network of 104+ buyers, including 5 key distributors, ensuring strong market coverage.
- Driving channel sales, general trade, and market expansion initiatives to increase revenue.
- Ensuring timely collections and reducing outstanding receivables within stipulated timelines.
- Conducting competitor analysis and market intelligence to identify new growth opportunities.
- Strengthening channel performance through effective implementation of trade schemes and sales policies.
- Conducting product market surveys to align regional demand with business requirements.

Key Achievements & Metrics

- Managing annual business FY 2025–26 is ₹120.56 Cr.
- Successfully leading a team of 9 members across Bihar region.
- Delivered consistent year-on-year business growth:
 - FY 2025–26: ₹120.56 Cr
 - FY 2024–25: ₹111 Cr
 - FY 2023–24: ₹107 Cr
- Achieved strong sales growth through effective channel expansion and market penetration.

Jan 2019 – Dec 2021

Area Manager –Raymond Ltd., South Karnataka

- Managed domestic sales operations for EBO, MBO, and distributor channels across South Karnataka and Bangalore.
- Oversaw a network of 53+ stores, including WHS channels, ensuring strong regional market presence.
- Ensured timely collections and reduced outstanding receivables within

defined timelines.

- Conducted competitor analysis and market intelligence to identify business opportunities and support strategic growth.
- Improved channel performance through effective implementation of trade schemes, sales policies, and distributor management.
- Strengthened market penetration by maintaining strong relationships with channel partners and key stakeholders.

Feb 2017 – Dec 2018

Senior Executive- RSWM Ltd., Karnataka (Based in Banswara, Rajasthan)

- Managed primary sales operations for 3 wholesalers and 2 DTR counters across the assigned territory.
- Responsible for revenue generation, collections, and account management to ensure healthy business performance.
- Drove retail expansion by identifying and developing new market opportunities.
- Conducted regular market visits with distributors to strengthen dealer relationships and improve market coverage.
- Generated approximately 70% of monthly revenue through retailer engagement and field visits.
- Promoted tag dealer schemes and trade initiatives to enhance sales performance and increase revenue.

Jan 2016 – Jul 2017

Sales Executive - Reliance Industries Ltd.(Based in Bihar)

- Managed primary sales operations for 1 wholesaler and 6 RMG counters across the assigned territory.
- Expanded retail network by identifying and onboarding new retailers.
- Conducted regular market visits with wholesalers to strengthen dealer relationships and improve product visibility.
- Ensured effective territory coverage and improved market penetration.

EDUCATION

MBA (Marketing & HR) — Dr. A.P.J. Abdul Kalam Technical University (2014–2016)

BBA (Marketing & HR) — Punjab Technical University (2010–2013)

Intermediate — Kendriya Vidyalaya (2010)

Matriculation — JHMHS, Malda (2008)

SKILLS

Channel Sales Management
Secondary Sales Monitoring & Regulation
Sales Planning & Forecasting
Team Management & Leadership
Market Expansion Strategy
Negotiation & Decision Making
Revenue Growth & Collection Management
Territory Management
Product Demonstration
Cross-selling
Up selling
Active Listening
Analytical Thinking
Results-Oriented

INTERESTS

Reading Business & Industry Trends
Travelling & Exploring New Markets
Cricket / Athlete
Networking

