

GAURAV RUSTAGI

Single, Indian, Male, 26

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EXPERIENCE

PEPSICO INDIA HOLDINGS PVT. LTD.

ACCOUNTS DEVELOPMENT MANAGER – BAREILLY

January, 2003 – Present

JOB DESCRIPTION

- Formulate the Annual Operating Plan (AOP) for the territory sales and marketing initiatives involving a team of 105 channel partners and 12 dotted line reportees
- Achieve all non-Pepsi brand volume targets for the territory
- Allocate, track and manage the fixed discount structure – a budget of Rs. 1.5 crores
- Conceptualize and execute Territory field marketing and promotional activities and pre/post analysis of the same
- Plan and deploy current and new asset base
- Manage current channels of distribution and development of alternate channels
- Present assignment includes comprehensive distribution correction for the territory
- Training and coaching the territory team

ACHIEVEMENTS

- In the top 6 ADMs/ADCs of the country in Challenge of Champions – a national level competition during March to June 2003.
- Brands Aquafina & Slice growing over a 100% YoY
- Achieved full year volume targets for brands Mountain Dew & 7 UP by end-June
- Structured and executed the Rural Development Program to increase reach to 900 villages in Western UP, to grow territory volume by 12% YoY (higher than plan)
- Initiated the home-delivery channel in Bareilly city to grow city volume by 1.5% in FY 2003
- Reduced per-case trade fixed discounting by 40% YoY
- Developing the *My AOP* package as a ready-to-use planning template for all territories

PEPSICO INDIA HOLDINGS PVT. LTD.

July– December, 2002

MANAGEMENT TRAINEE – BAREILLY

- Grew share in Bareilly city from 50% to 62% in just 3 months
- Conceptualized and executed the Pre-Sell concept in the UP Unit, now a best practice in the state, currently under implementation
- Prepared and co-executed the Bareilly territory Annual Operating Plan for 2003

SUMMER INTERN – HSBC, MUMBAI

April – June, 2001

- Market study of competitive offerings in the SME segment and development of the Business Premium proposition

EDUCATION

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

2000- 2002

- Post Graduate Diploma in Management – Marketing and Finance

INDIAN INSTITUTE OF TECHNOLOGY, NEW DELHI

1996 - 2000

- Bachelor of Technology – Chemical Engineering

SCHOLASTIC ACHIEVEMENTS

B. Tech. Project, IIT Delhi

March, 2000

PROJECT TITLE – ‘Modeling of Ambient Air Quality due to Vehicular exhausts’

- Part of an industrial project sponsored by the Society of Indian Automobile Manufacturers (SIAM)

Graduate Management Aptitude Test (GMAT)

February, 1999

- Score – 700/800 (97th percentile)
- Analytical Writing Assessment Score – 5/6

EXTRA CURRICULAR ACTIVITIES

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

2001- 2002

- Coordinator and Chief Organiser – IIM-L Alumni Association Meet
- PGP Coordinator – IIM Lucknow Alumni Association

INDIAN INSTITUTE OF TECHNOLOGY, NEW DELHI

- Activity Head (Security) – Rendezvous '98
- English Editor – The Board for Student Publications

1998

1997-1998