

# SUNIL PUNJABI

## Sales & Marketing Professional

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Ahmedabad, Gujarat

### SUMMARY

I am driven to secure a pivotal role in Sales & Marketing, Finance & Accounts, Treasury Administration, or Payroll Administration, where I can leverage my extensive skills, experience, and achievements. With a proven track record of exceeding expectations and delivering exceptional results, I am committed to upholding the highest standards of professionalism and delivering unparalleled quality service. I am eager to contribute my expertise to an organization that values innovation, excellence, and growth.

### EDUCATION

BACHELOR OF COMMERCE - 1998

- Mumbai University

### ACHIEVEMENTS

- Demonstrated indefatigable enthusiasm, commitment, honesty, and dedication in handling assigned tasks, driving towards sustained business growth.
- Exhibited adeptness in overcoming challenges and navigating change, showcasing strong change management skills.
- Cultivated a reputation for excellence, instilling confidence and credibility among peers and stakeholders.
- Acknowledged by colleagues and subordinates for exercising sound and balanced financial judgment.

### WORK EXPERIENCE

**Internal Audit Manager - Payroll & HRMS**  
**Modex Trading Pvt. Ltd., Ahmedabad**

Oct 2022 – March 2024

- Implemented cost-effective solutions, resulting in a 20% reduction in project expenses.
- Streamlined project workflows, enhancing overall efficiency by 25%.
- Led a team in successfully delivering a complex engineering project on time and within allocated budget.

**Sales & Marketing Manager**

Jun 2022 – Sep 2022

**N B Industries Ltd., Tanzania (Importer for Dukes Brand Biscuits / Wafer Biscuits)**

- Established and grew sales for Dukes, Indian range of biscuits & snacks in Tanzania.
- Managed customer base, dealer network, and local partners to expand market share.
- Led sales presentations and identified new products to enhance market presence.
- Ensured distribution, availability, and executed consumer promotional plans.

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**Marketing Head – Sales & Marketing**

**Oct 2021 – May 2022**

**Glams International Trading Tanzania Limited, Tanzania**

**(Importer Of Parle Biscuits / Namkeen / Aata For Tanzania)**

- ◆ Spearheading sales growth and customer network expansion in Tanzania.
- ◆ Conducting impactful sales presentations and managing product portfolio.
- ◆ Ensuring effective distribution, availability, and promotional plans.

**Country Head – Sales & Marketing (India)**

**Sep 2020 – Sep 2021**

**Kravour Foods Pvt. Ltd., Ahmedabad**

**(Manufacturer of Kravour Brand Biscuits / Cookies / Wafer Biscuits)**

- ◆ Strategically managing PAN India sales operations to drive business growth.
- ◆ Building and nurturing a robust network of customers, dealers, and partners.
- ◆ Delivering impactful sales presentations and overseeing product portfolio management, including new product identification and market share monitoring.
- ◆ Ensuring effective distribution, availability, and consumer promotional strategies while collaborating with management on production scheduling.

**Regional Manager**

**Apr 2014 – Aug 2020**

**Krishan Nigeria Ltd., Nigeria (West Africa)**

- ◆ Supervised sales team to execute strategic plans effectively.
- ◆ Managed sales and distribution of TOPEX brand products and agricultural items across Nigeria.
- ◆ Oversaw accounts, stock maintenance, and liaison with tax authorities for compliance.
- ◆ Enhanced product presence in sluggish markets through strategic analysis and goal setting.

**Business Development Manager**

**Sep 2010 – Mar 2014**

**Profex Resources Ltd., Ahmedabad**

**(C&F For SR Foils & Tissues ,Delhi)**

- ◆ Led sales team in executing strategic plans.
- ◆ Managed sales, distribution, and operational aspects for Gujarat state.
- ◆ Enhanced product presence in underperforming markets through strategic analysis and goal setting.

**Treasury Administrator**

**Apr 2007 – Aug 2010**

**Dubai Properties LLC, Dubai (Dubai Holdings Group)**

- ◆ Managed day-to-day revenue operations, including payments, receipts, and late payments, ensuring compliance with contract terms and conditions.
  - ◆ Oversaw settlement of customer accounts receivables and payables, handling payments received through various channels and booking them accordingly.
  - ◆ Reviewed and approved custody documents, updated transactional documents and payment terms, and maintained pricing information in the system.
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**Payroll (HR) & Accounts Officer****Mar 2004 – Mar 2007****Apparel LLC, Dubai**

- Managed payroll processing for the entire Apparel Group, including salary certificate issuance and reconciliation, ensuring compliance with company policies.
- Oversaw day-to-day administrative functions, including training, leave management, recruitment, and disciplinary actions, fostering effective communication with higher management and subordinates.
- Held responsibility for cash room operations, supervising cashiers, and maintaining compliance with cash handling regulations while auditing and managing staff accounts.
- Reconciled bank statements, prepared reports, and maintained petty cash for the Apparel Group, ensuring accurate financial records.
- Coordinated with the HR department for staff recruitment and reshuffling across different store locations in the UAE, while managing computations for staff gratuity and passage leave allowances in accordance with UAE Labour Laws.

**General Sales Manager****Mar 2000 – Feb 2004****M.G. Fun Foods Limited (Monginis Cakes & Confectionery (Mumbai), Ahmedabad)**

- Led a team of sales executives to execute sales strategies, achieving monthly targets for bakery products.
- Conducted market research to enhance product quality, coordinating with research agencies to set objectives.
- Appointed competent sub-dealers and retailers for Monginis and other bakery products in the Ahmedabad region, optimizing sales operations.
- Motivated and trained sales staff to achieve marketing and product goals effectively.

**Zonal Sales Manager****Mar 1996 – Feb 2000****M.G.Distributions Private Limited****(C&F - Gujarat State for Parry's Confectionery Ltd / Wrigley's India Pvt Ltd / Hawkins Cookers Ltd / Bambino Agro Industries Ltd/ Aurofood Pvt Limited)****M.G.Foams Ltd, Ahmedabad****(C&F & S&DA Gujarat State for Rilaxon Coir Mattresses, Kolkata)**

- Managed a team of 15 sales executives and managers to execute planned strategies.
- Handled sales, distribution, and all other C&F operations for Gujarat state.
- Developed the company's product presence in slow-moving markets by analyzing opportunities and setting goals.
- Offered value-added services to clientele and collected reports from depot managers.
- Conducted outdoor sales activities, generating new clientele for product sales.

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**PERSONAL DETAILS**

- **Nationality:** Indian
- **Date of Birth:** 13/11/1976
- **Status:** Married
- **Languages:** English, Hindi, Sindhi & Gujarati

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**SKILLS**

- Adaptability and Leadership
  - Analytical and Problem-Solving Skills
  - Communication Skills
  - Organizational and Time Management Skills
  - MS Office Proficiency
  - Work Ethic and Dedication
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