

## ROLE PROFILE

<b>Job Title</b>	<b>State Head – Mumbai</b>
<b>Business Unit</b>	ODC BU – WG&S India
<b>Function/Region</b>	Commercial / Sales
<b>Location</b>	India, Mumbai
<b>Leader</b>	Regional Sales Manager
<b>People Leadership</b>	Yes
<b>Job Level</b>	4B
<b>Role Purpose</b>	
Lead and manage the commercial business for Mumbai+Thane, RTC including Distributor/wholesaler and corporation network, Independent off trade groups and key on trade customers such that WGS brands listings, distribution and sales are protected and grown in line with the WGS growth strategy.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Deliver the Route to consumer (RTC) plan including RTM, Coverage, distribution, Activation plans to achieve volume, market share and financial goals for the states.</li><li>• Manage multiple distributors/customers in parallel ensuring improvement in distributor efficiency, Investments, Account reconciliation, compliance, and development.</li><li>• Ensure business continuity in accordance with the State excise and RTM rules, including annual registrations, licences, pricing, and other approvals.</li><li>• Manage performance of own and distributor teams including direct sales force of FTEs, Third Party TSE's merchandisers and Distributor teams to ensure that width of distribution, Drive cycles, activation (AES) and minimum execution standards (MES) targets are achieved.</li></ul>	

## Values



### BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



### BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



### BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



### BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



### BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



### THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies:

### Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative and acts with confidence
- Initiates and generates activity

### Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

### Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical, and orderly way
- Consistently achieves project goals.

### Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness, and dexterity
- Demonstrates an understanding of different organisational departments and functions

### Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

**Skills and Qualifications:**Essential:

MBA – Sales Experience preferably from Liquor Trade

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