



Lohit B. Lale

Area Sales Manager

Contact

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Skills

- Business Development
- Sales & Distribution
- Dealer Network Expansion
- Farmer Engagement
- Market Research Competitor Analysis
- Harvest Planning Yield Optimization
- Team Leadership
- Time Management
- Revenue Growth Profitability (PL)
- Pond Management Water Quality Control
- Go-To-Market (GTM) Strategy

Technical

MS Excel (Advanced)
VLOOKUP, Pivot Tables
Sales Data Analysis Reporting
PowerPoint, Word
Internet and Digital Tools

Languages

English
Hindi
Gujarati
Marathi

Professional Summary

Results-driven Area Sales Manager with 11+ years of experience in aquaculture, fish feed, shrimp farming, and agri-input sales. Proven expertise in business development, distribution expansion, and farmer engagement across Western India. Strong track record in revenue growth, P&L management, and building high-performing sales teams.

Work Experience

Area Sales Manager – Dayal Group

Mar 2026 – Present

- Leading sales operations across Maharashtra, Gujarat, Rajasthan & Chhattisgarh
- Driving business growth through dealer onboarding and farmer engagement programs
- Executing product launches and market expansion strategies
- Strengthening distribution network and improving collection efficiency
- Providing technical guidance to farmers to enhance productivity

Executive (Team Leader) – Godrej Agrovet Ltd.

Sep 2022 – Feb 2026

- Working as a Executive (TEAM LEADER) (Headquarter - Pune)- Sales in GODREJ AGROVET LIMITED for two states i.e. MAHARASHTRA, GUJARAT & some area of Rajasthan. Handling Farmers & Distributors for monitoring the sale of fish feed, monitoring the Distribution network & educating channel on fish Farming, Monitoring productivity and Efficiency.
- Selling fish feed & medicines in MAHARASHTRA & GUJARAT state and give technical guidance to fish farmers & dealers.
- Responsible for new establishments in Fresh water Fish, Shrimp & Prawn Culture both nursery and grow-outs conducting brand visible activities like Farmers Meeting etc. Responsible to on-board new Seasoning Manufactures.
- Maintain good relationship with farmers and dealers, create new orders of dealers, give culture related technical guidance to fish farmers and dealers, etc. Directly responsible for Overall profitability of business in MH/GJ market. Devising long-term and short-term business objectives. Overseeing daily operations, Policy implementation.
- Worked as Total quality controller in field for fish feed Marketing and associated with product development based on the feedback.
- Ensuring smooth distribution network in terms of taking appropriate feedback, collection, reporting norms and Market Research.

Senior Executive – ABIS Export India Pvt. Ltd.

Feb 2022 – Jul 2022

- Worked as a Senior Executive - sales and technical services headquarter was Sakoli situated near Nagpur. Vidharbha-Maharashtra
- Selling fish feed in Vidarbha region of Maharashtra state and give technical guidance to fish farmers.
- Responsible for availability of volumes needed for production. Builds people capability through effective employee relations, hiring, training and communication for both management and front-line hourly personnel.
- Building up channel partners for Fish Feed Business. Market survey and observing the product specification and segment requirement for the customer base. Taking the competitors activity on day to day basis.
- Profit and loss responsibility for production, maintenance and quality control.
- Day to Day Monitoring of Stock position of various products in Storage Tank Terminals optimally reducing cost.
- Monitoring the primary & secondary, Create KPI for the Sales/Distribution & Marketing Team and Evaluate. Conduct Business Analysis, Looking after all the Sales and Distribution. Responsibility to Increase Sales Revenue through the design and implementation of appropriate strategies for each of the business's verticals, sales channels, and services.
- Achieve Sales target for all products to direct channel, indirect channel, and other alternate channels, KPI's comprises of recruiting of Channels and managing it through the on roll team.

Senior Sales Officer – Synergy Biotechnologies / I Feed

2018 – Jan 2022

- Worked as Senior Sales Officer- sales and technical services in SYNERGY BIOTECHNOLOGIES/I FEED (Deepak Nexgen Group) at SURAT selling shrimp feed, seed and medicine to farmers in Gujarat.
- Responsible to give technical idea (guidance) and support to farmers from initial stage like construction of pond, preparation, selection of seed, stocking, health management during running culture, feed management, water quality management, disease management sampling and harvest healthy and profitable crop.
- Monitoring Promotional schemes, Incentives and Retention of channel partners and Customers.
- Build an effective distributor/ dealer Network in the assigned territory, to serve the needs of small and geographically scattered customers/Framers.
- Study the market trend and competitor activities so as to see the possibility of upgrading the quality of exciting product line & introducing new product line if required.

Farm Manager & Consultant – Third Party Farming

2016 – 2018

- Worked as FARM MANAGER & CONSULTANT (TECHNICAL & SALES)
- Harvested 154 mt tons white leg shrimp from 22 earthen ponds during a crop in bore water culture & pond size was 0.6 to 0.7 ha approximate.
- /FCR 1.1/COUNT 30 – 40/Density 50 to 60 piece per m2.
- Dissolved Oxygen (DO), pH, Total alkalinity, Total Hardness, Temperature, Salinity, etc maintained at optimum levels along with labor and feed management.

Senior Executive – ABIS Export India Pvt. Ltd.

2014 – 2016

- Provided technical guidance for aquaculture practices
- Managed 75–80 hectares of vannamei culture

INTERNSHIP-TRAINEE TECHNICIAN BHAT-GUJARAT WEST COAST FROZEN FOODS PVT. LTD.

2014

- In this project, Culture of *Litopenaeus vannamei* (white leg shrimp) has been carried out.
- Post larvae (PL) 7th stage had been stocked into the ponds.
- The Dissolved Oxygen (DO), pH, Total alkalinity, Total Hardness, Temperature, and Salinity of the pond are maintained at optimum levels.
- In 4 months it gains 20-30 gms in weight and can be harvested appropriately.
- In this project I was handling 8 hectares of PE lined area and 10 hectares was earthen ponds.

Education

MBA (Pursuing) – Gondwana University (2025)

M.F.Sc. – Atal Bihari Vajpayee University (2024)

B.F.Sc. – MAFSU, Nagpur (2014)

Achievements

- Expanded distribution network across 4 states
- Managed 150+ MT shrimp production cycles
- Consistently achieved sales and revenue targets