



Green Land Industrial Area, 7Km. Dehradun Road, Saharanpur-247001

AN ISO 22000 CERTIFIED UNIT**Manufacturer of : High Quality Bakery Cookies & Premium Suzi Toast**

Ref. No.

①

Dated

Date: 03-12-2016

To Whom It May Concern

I am writing this letter to recommend Hemant Arora for the post of Senior Business consultant. Hemant Arora is associated with our company **K.G. Krishna Foods Private Limited, Saharanpur, UP, India** since 2013, in the capacity of **Senior Business Consultant**. He is thorough with the knowledge of marketing techniques, as well as vast knowledge and experience regarding developing of controls of the factory. He is able to work under challenging conditions. He continuously strives for improvement and provides excellent services. He has always been able to achieve the targets.

Whilst associated, Hemant Arora performed the following tasks:-

- Liaised with Government regulatory bodies for getting subsidies and thereby achieved organization's growth and profitability objectives.
- Proven abilities in understanding organization's business objectives and requirements and thereby developed specific success metrics as well as marketing strategies and analysis approach tailored to the unique needs.
- Formulated marketing plans with key focus on top-line profitability, resulting in **30% growth** in sales of 'Bakery products.'
- Restructured the existing production facilities by striking perfect coordination with all levels of management and integrated team efforts to achieve maximum work efficiency.
- Looked after the production department, provided value through planning and executing the designed strategies for maximizing profitability and revenue generation.
- Contributed personal insights into developing marketing plans and strategies using business intelligence, market segmentation and product analysis.

**K.G. KRISHNA FOOD PRODUCT PVT. (L)**

Green Land Industrial Area, 7Km. Dehradun Road, Saharanpur-247001

AN ISO 22000 CERTIFIED UNIT**Manufacturer of : High Quality Bakery Cookies & Premium Suzi Toast**

Ref. No.

2

Dated

- Formulated marketing strategies and reached out to the unexplored market segment customers' groups for business expansion.
- Analyzed and reviewed the market response and requirements and implemented strategies to accomplish business goals.
- Maximized productivity with periodic operational checks and audits.
- Develop & maintain productive business relationship with Distributors, retailers & clients

Please do not hesitate to contact me in case any further clarifications regarding his associating with **K.G. Krishna Foods Private Limited** are required.

Regards

<Sanjay Arora>

<Director>

Contact: 9837066750

Email: sanjayarorakgfood@yahoo.in