Saurabh Tiwari

Medical Representative

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PERSONAL STATEMENT

Medical representative with 4 years of experience promoting cardio-diabetic and gastro brands to physicians, cardiologists and chemists in Madhya Pradesh. Consistently achieved 105–118% of annual territory targets, with strong doctor relationships, accurate daily reporting and successful new-product launches.

WORK EXPERIENCE

Medical Representative, Cardio-Diabetic Division · Avantika Lifesciences Pvt Ltd, Indore — May 2023 – Present

- Cover 160 listed doctors and 55 chemists across Indore city HQ, making 11–12 doctor calls and 5 chemist calls a day.
- Grew territory secondary sales from ₹38 lakh to ₹52 lakh a year (118% of target in FY 2025–26).
- Launched a new DPP-4 combination brand and converted 34 regular prescribers within the first 6 months.
- Organised 9 CME and camp activities with the area manager, following UCPMP guidelines on doctor engagement.

Medical Representative, Gastro Division · Narmada Pharma Distributors and Marketing, Ujjain — Jan 2022 – Apr 2023

- Promoted PPI, antacid and probiotic brands to 120 GPs and gastroenterologists in Ujjain and Dewas.
- Achieved 107% of annual target and ranked second among 14 representatives in the region.
- Tracked stock and liquidation at 3 stockists, reducing expiry returns by 30% through timely POB follow-ups.

EDUCATION

B.Sc in Biotechnology · Devi Ahilya Vishwavidyalaya affiliated college, Indore — 2018 – 2021
Grade: 68%

SKILLS

Doctor detailing · Territory management · Chemist and stockist coverage · POB generation · Product launches · Daily call reporting (SFA app) · CME coordination · Sales target achievement

CORE SKILLS

- Relationship building
- Product knowledge
- Negotiation
- Self-motivation
- Communication

CERTIFICATIONS

Induction training: cardio-diabetic therapy and selling skills · Company training programme — Jun 2023

LANGUAGES

English · Professional · Hindi · Native

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