



Chandra Mohan Dadala

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Profile Summary

A dynamic professional with over 20 years of experience in the areas of Sales & Marketing, Channel Management, Key Account Management, Distribution handling, B2B and Customer Relationship Management. Presently working with Axalta Coating System (Formerly known as DuPont performance coatings) Tamil Nadu as a Sales Manager. MBA (Marketing) from JNTU- Hyderabad in 2004. Extensive experience in exploring and developing new markets. Identifying the market trends, accelerating growth & achieving desired sales goals. Well versed with the concepts of Sales Force, S4 Hana & SAP (Sales & Distribution) and CRM. An effective communicator with demonstrated leadership, good presentation, excellent interpersonal/ relationship, negotiation & analytical skills, and abilities in forging business partnerships with channel partners and corporate clients.

Areas of Expertise :

Sales and Marketing

- Handling the sales and marketing operations and accountable for increasing sales value & volume.
- Implementing sales promotional activities as a part of brand building/ market development effort.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.

Channel Management

- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and creation of direct & indirect channel network.
- Responsible for planning, coordinating & monitoring the ground level activities so as to get maximum results along with dealers, their staff & other channel partners.
- Developing new business partners to expand product reach in the market and coordinating with the dealers & distributors to assist them to promote the product.
- Focusing on product visibility to distributors/dealers/retailers thereby increasing sales of the entire range of products. Key Account Management Initiating & developing relationships with key decision makers for business development.
- Understanding the client's requirements & providing quality services. Identifying prospective clients from various sectors, generating business from existing clients, thereby achieving business targets

Customer Relationship Management

- Identifying improvement areas & implementing measures to maximize satisfaction levels.
- Serving as a point of contact for the client in escalations.
- Ensuring continuous interaction with customers to ensure that area of concern can be worked upon for improved service levels.

Experience

Axalta Coating Systems India Private Ltd
Manager Sales

Oct, 2014 - Present

In-charge of Channel Sales, Business Development and Key Account Management for Tamil Nadu and Puducherry Region. (Formerly Known as DuPont performance coatings)

- Responsible for achieving sales target in terms of Volume and Value of this Region.
- Appointing and managing dealers and distributors for the region and winning new Body shops of OEM's.
- Analyzing competitor's information, identifying new opportunities and generating new business leads for the Region.

- Responsible for Sales payment collection from dealers and distributors.
- Coordination with Warehouse / C&F agents and distributors.
- Lead customer negotiations to close high value B2B contracts with large national players with their major brands.
- Monitoring and analyzing market trends, studying competitor's products and services.
- Prospecting, Identifying, and developing new customers.
- Branding across at our Dealer / Distributor network.
- Devise regional Sales promotional schemes, implement the same in channel partners.
- Identifying target markets and developing strategies to communicate with them.
- Providing business performance reports for senior management review.
- Tracking and updating monthly secondary sales for Management / H.O review.
- Coordination with Supply chain, Sales and Marketing with respective Head of Depts. in corporate office
- Conducting monthly meeting and setting individual targets for individual Sales Representatives.
- Handling a team of 20 members across Tamil Nadu.

Falken Tyre India Pvt Ltd

Mar, 2013 - Oct, 2014

State Head – Replacement sales - Tamil Nadu & Andhra State Head

Chennai

- Given Additional responsibility to handle Andhra Pradesh based in Hyderabad from Jan 2014 onwards.
- Taking Care of PCR - Replacement Sales in Falken Tyres for entire Tamil Nadu & Andhra Pradesh. Accomplishes marketing and organization mission by completing related results as needed
- Establish vertical and horizontal segments for appointing a new dealer.
- Maintaining and developing relationships with existing customers
- Negotiating the terms of an agreement and closing sales.
- Successfully performing the strategic planning for launch of new products and identify new potential market segments.
- Market Intelligence - Gathering market and customer information.
- To develop innovative ideas to increase the sales volume.
- Reviewing own sales performance, aiming to meet or exceed targets.
- Collecting market feedback and briefing R & D for new ventures.
- Monitoring closely of competitors activities as well as strategize to evolve effective future strategy
- Exclusive Counter Development & Branding.
- After Sales Service Handling & Service Handling for Replacement Consumers.
- Logistic & CFA Related Decisions. & Handling Team of three sales persons.

Good Year India Ltd

Apr, 2012 - Mar, 2013

ASM – Kelly

Chennai

- Handled Kelly Division – (Value line brand of Good Year in Indian operations)
- Distribution Development, Channel Development & Sales planning for South & Western India.
- After Sales Service Handling Highlights: Managing Distributors sale and Network expansion for South & West In India (Tamil Nadu, Andhra Pradesh, Kerala, Karnataka, Maharashtra & Gujarat)
- Profit Centre Head.
- Managing Sales Cost Factor & Managing Profitability.
- Exclusive distribution development and branding.
- Strategies Development for Brand Positioning.
- Coordination between Consumers. Replacement Account & Service Handling.
- Logistic & CFA Related Decisions. & Market Intelligence.

Continental Automotive component (India) Pvt Ltd
Area Manager - PLT- (Tamil Nadu & Andhra Pradesh)

Jan, 2010 - Apr, 2012
Chennai

- Taking Care of Replacement Sales in Continental.
- Exclusive Counter Development & Branding. After Sales Service Handling.
- Service Handling for Replacement Consumers and OEMS Consumers. & Handling Car Taxi Fleets.

Apollo Tyres Ltd
PV - Territory in charge - Chennai

Feb, 2007 - Dec, 2009
Chennai & Trichy

- Worked as a Sr Territory in charge in Chennai for 1.8 years at Apollo tyres Ltd, From April -2008 to Dec2009. Handling PCR market for entire Chennai Metro.
- Worked as a Territory in charge in Trichy (some part of southern Tamil Nadu) for 1.2 years at Apollo tyres Ltd, From Feb-2007 to March-2008 ,Handling All product line (Truck Radial ,Truck Bias, Lcv , scv & Pcr segments).

JK Tyre & Industries Ltd
Sr. Sales Officer (All Product Line)

Jan, 2005 - Feb, 2007
Bangalore & Hyderabad

- Worked as a sales officer in Hyderabad for 7 months at jk Tyres & industries Ltd, From July 2006 to January-2007 Worked as a sales Campaigner & sales officer in Bangalore for 1.6 yrs in jk Tyres & industries Ltd, From Jan-2005 to June -2006 , Handling Total Product Line .

Education

Jawaharlal Nehru Technological University, Hyderabad - Affiliation (AITS)
Post Graduation MBA MArketing
Score : 70 %
MBA Sales & Marketing Specialization

Jul, 2002 - Jun, 2004
Marketing & Sales

Sri Venkateshwara university - Affiliation (VBDC)
Graduation B.sc (Computer Science)
Score : 68 %

Jul, 1998 - Jun, 2001
Mathematics , Statistics & Computer science

Rayalaseema Junior college
12th Intermediate from Board of Intermediate Education

Jul, 1996 - Jun, 1998
Mathematics , Physics & Chemistry

Kendirya Vidyalaya No 1 - Tirupati
10th CBSE - Central Board of Secondary Education

Jul, 1986 - Jun, 1996

Projects

Title: A study on car radial tyres in Bangalore city - 2004, Organization: Apollo tyres ltd Bangalore. **Apr, 2004 - Jun, 2004**

Project pursued during the course of Education, as a part of MBA Curriculum

Description : push and pull mode of dealers and customers, and also done fitment survey for 2000 cars in Bangalore city to analyze the market share off different companies in Tyre industry.

Languages

English & Hindi

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Telugu , Tamil & Kannada

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I hereby declare that all the above information is true and best of my knowledge.