

Job Objective

Seeking Middle level assignments in Profit Centre Operations / Business Development / Sales & Marketing with a high growth-oriented organisation, preferably in Retail, Consumer Durables and FMCG sector

Professional Profile

A result oriented professional with 20 plus years of experience in the areas of **People Management, Business Development, Sales & Marketing, Customer Relationship Management, Channel Sales Management, Inventory Management.** A proactive leader and planner with **cross functional expertise** in planning, market penetration, Data analytics, product launch & management, distribution & logistics management, and competitor/ market analysis.

Organisational Experience

JK FILES & ENGINEERING PVT LTD.(Subsidiary of RAYMOND)

From: OCT'23 to till date

Regional Sales Manager – Engineering Division (AP,Telangana & Karnataka)

Responsible for

- Primary Channel expansion & Business Growth
- Secondary Channel Management
- Strategic sales Management
- New Product Launch & Promotion
- Range & Depth Sales Management
- P&L for the region
- Primary & Secondary Schemes design and Implementation

TVS Automobile Solutions

From: April'21 to Sep'23

Regional Sales Manager – Private Label Business (AP,Telangana, Karnataka & Goa)

Responsible for

- Primary network expansion
- Channel sales Management
- Team management
- P&L for the region
- Branding & Promotion (BTL)
- Primary and secondary sales

MOTUL-Atlantic Lubricants & Specialities pvt ltd.,

From: Nov'19 to Mar'21

Sr Area Manager – Automotive business, (AP & Telangana)

Responsible for

- Channel sales Management
- Team management
- B2B Business & Network Management
- Consignment Stock Point Management
- Branding & Promotion (BTL)
- Primary and secondary sales
- Product mix Sales
- Average Selling Price Management
- Primary network expansion
- Customer Relationship Management

Achievements:

- Primary Network expanded from 14 distributors/dealers to 28

- ASP per litre increased from Rs.199/- to Rs.203

Castrol India PVT Ltd.,

From: Nov'2015 to Nov'2019

Sales Manager –Rural, (AP & Part of TN)

Responsible for

- Rural business development
- Primary & Secondary network expansion
- Team management
- Demand generation activities
- Primary and secondary sales
- Customer Relationship Management

Achievements:

- Delivered 106% in FY'18 and received Make My trip travel vouchers.
- Winner of “Best Performing B2C team AP” – for 3 consecutive years 2016, 2017 & 2018
- Received - Safety Award for 3 consecutive years - 2016,2017 & 2018

Manvith Industries: Leading Manufacturer of VRLA BATTERIES

Jan'11 to Oct'15

Managing Partner

Responsible for

- Accountable for Inventory management
- Accountable for primary & secondary sales targets.
- People Management
- Sales forecasting & Stock management at Distributor Points.
- Creating Brand awareness, Launching & executing Local Sales Promotional Schemes.

Castrol India Ltd.,

Jan'07 to Dec'10 (4 years)

Retail Specialist– Vizag Territory

Responsible for

- Network Management – Appointing Distributors, Dealers & Influencers**
- Team – Coaching, Driving and Motivating
- ROI – Investment Vs Returns management
- Business Development - Primary & Secondary Sales
- Market Activations – DGA's, Mechanic/Dealer Meets, Van Sales and etc

Achievements:

- Won national awards for achieving **MCO & PCO** targets for the year 2010.
- Winner of National contest and got the chance to visit **Moto GP race at Valencia.**
- National winner for prestigious contest held in Q1-Q2 2009 and won an **I-Phone.**

TOTAL FINA ELF INDIA LTD,

Area sales executive, Guntur

Jan 2006 to Dec 2006

Responsible for Distributor /Dealer management in given territory and enhance the business. Planning and execution of demand generation activities. Planning and achieving primary & secondary sales.

APPOLO TYRES LTD,

Territory Incharge - Dhavanagere

Jan 2004 to Dec 2005

Responsible for

- Dealer network
- Appoint new dealers
- Planning and achieving sales targets.
- Meet with Fleet owners & influencers and generate demand to the product

EDUCATION

- **Currently pursuing a professional program in “Advanced Corporate Strategic Management” from IIM Visakhapatnam.**

- MBA (Marketing & HR) from Sri Krishna Devaraya University Campus, Anantapur
- B.Sc. (Computers) Viswa Bharathi Degree College, Osmania University, Hyderabad.

PERSONALDETAILS

Address : H NO:2-2-1165/5/E/1,BAGH AMBERPET, Near Seasons Hospital Hyderabad – 500013

Date of Birth : 19th March1979

Languages Known : English, Hindi, Telugu, Kannada, Tamil