**MANAGEMENT ▌CONSUMER MARKETING ▌TRADE MARKETING ▌CHANNEL MARKETING**

Focused and result oriented professional experienced in leading and operating FMCG, Telecom and Bank marketing organizations in competitive and dynamic environment.

**PROFILE & STRENGTHS**

Competent, diligent & result oriented professional, offering over 16 years of exposure across Sales, Marketing, Customer Relationship Management, Business Development, Product Promotion, Distributor/ Channel Management and Trade Marketing across FMCG, Telecom and banking Industry; currently spearheading as Zonal Manager with Tata Chemicals limited..

Dexterity in assessing changing market environs with an insight into the domains of market research, customer relationship management and business development; capable of establishing new milestones through evolved managerial skills.

Recognized as a proactive individual who can rapidly identify business problems, formulate tactical plans, initiate change and implement effective business strategies in challenging environments to enhance revenue generation, market share expansion and profitability.

Demonstrated ability to manage human, financial and material resources towards the achievement of stated objectives, to plan and manage work programmes and to lead, motivate and provide effective guidance to a team of professional and support staff.

**CORE COMPETANCIES**

***⯎ Sales ⯎ Marketing ⯎ Business Development⯎ Distributor/Channel Management⯎ Team Management ⯎ Strategic Planning ⯎ Product Promotion ⯎ Market Research***

***⯎ Strong Interpersonal Skills ⯎ Sharp Analytical Skills ⯎ Customer Relationship Management***

***⯎ New Product Development⯎ Budgeting and Expenses control***

**PROFESIONAL EXPERINCE**

***TATA CHEMICALS LIMITED (TCL), Zonal Manager, Hyderabad*, July 2011 – Till date**

* Establishing corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
* Conceptualizing and implementing competent strategies to accomplish the desired sales target to meet top line and bottom-line profitability.
* Planning & delivering distribution depth and coverage ensuring market penetration maintaining a balance with dealer viability.
* Managing the gamut of activities including market surveys, testing, distribution and pre & post launch activities for product launches.
* Ensuring successful accomplishment of set business targets in the face of growing competition; bringing out USP of all products and services to achieve higher sales realization value
* Devising & effectuating competitive strategies to improve the product awareness and enhance business growth.
* Trade schemes and Incentives planning and implementation
* Appointing new distributors to improve coverage and market penetration.
* In charge of sales & marketing for the states of AP, Kerala, Tamilnadu & Karnataka

***Notable Accomplishments across the career path:***

* Meeting budgeted target for the year.
* Recognized for best sales and after sales service team.
* Appointed 11 new distributors to cater untapped markets of the zone.

***ML Group, Senior Manager (Sales & M FMCG), Hyderabad*, Mar 2007 – June 2011**

* Instrumental in handling & managing sales & marketing operations, developing marketing strategies, studying the elements in sales promotion plan & considering consumer preference to drive business volumes.
* Playing a pivotal role to ensure growth and development of the company; instrumental in launching its business and carving niche in South India as a leading supplier for Tobacco and cigarettes.
* Rationalizing the manpower for proper execution of marketing and business development while achieving the optimal balance between top line and bottom line performance and shouldering full P&L responsibility for overall product positioning and sales operations.
* Expertise in tracking market dynamics and drawing inputs to realign tactics/strategies to counter competition & identify key accounts to strategically secure profitable business for the products in new markets including Gulf and African countries.
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and achieve individual & group targets.
* Spearheading efforts across strategic planning & Execution to ensure overall profitability and revenue generation through resource optimization.
* Analyzing competition to fine-tune the business strategies & networking with reliable Dealers/Retailers, resulting in deepening market penetration & broadening brand presence, & thereby achieving the sales targets within the specified time.
* Handled Andhra Pradesh, Tamilnadu and Karnataka markets.

***Notable Accomplishments across the career path:***

* Increased turnover from 40crs to 100crs in two years.
* Retention of team stability and created high courage towards the goal and to exceed targets.
* Planning and implementation of proper manpower to expand forthcoming business opportunity.
* Increased 50 redistribution stockiest during the tenure.

***REGIONAL HEAD, ICICI Bank, Chennai, Apr 2006 - Feb 2007***

* Planned and conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability through Cross Sell of Personal Loans, High and Small Ticket Loans, Home Loans and Credit Cards across the country.
* Adept at developing a competitive business development and sales strategy as a part of BIU activity, uncovering/ creating new opportunities while identifying dynamic and flexible opportunities for market penetration and revenue generation
* Headed OPTIMUS (a call center) - with 500 seats outsourced by ICICI; led a team of 10 managers and competently maintained highest standards of customer service giving preference to customer satisfaction & promptly resolving their problems & concerns for referral & repeat business.
* Successfully maintained the figures of disbursements at 125 crores and of Card Setups at 10000 on an average every month; monitored & controlled the accomplishments of the center against baseline goals set by ICICI.

***Notable Accomplishments across the career path:***

* + - Hold credentials of disbursing record figures of 40 Crs in High ticket, 20 Crs in Small ticket and 100 Crs in Home loans in a month.
    - Efficiently signed a milestone of 12000 card setup in a month.
    - Highly commended for achieving a pickup percentage of over 90%.
    - Increased seat No. from 200 to 500 in span of 6 months.

***Cluster Head – Prepaid, RELIANCE INFOCOM, Visakhapatnam May 2005- Oct 2005***

* Developing marketing strategies to build consumer preference across all channels and driving volumes and ensure adherence to planned expenses.
* Relationship building with key accounts viz. coordinators & senior management personnel developing relationships with them via excellent servicing & regular camps at their premises.
* Achieving primary handsets, secondary and activation targets and planning for infrastructure coverage and finance requirement for the business.
* Creating a base of outlets for Handsets & RCV’s. Supervising big-impact launch in all new towns and driving merchandising excellence including use of signage’s & vinyl’s for visibility leadership against competition by proper guidance to the team.
* Coordinated and negotiated with Vendors / advertising agencies for the planning & implementation of promotional campaigns / material through Electronic, Billboards and print media resulting in 33% growth. Organizing Events like Road Shows for new Product launches.
* Conducting training programmes to enhance operational efficiencies of workforce (in house), focusing on technical & customer care aspect.
* Played a key role in conducting market surveys and organizing Customer Meets at Local level to augment visibility and support launch operations.

***Notable Accomplishments across the career path:***

* Secured distribution of the prepaid product in 100% of outlets.(in 2 months)
* Achieved turnover of Rs 2crores in RCV sale per month.
* Averaged 1100 mobile sales per month.

**AREA Executive, ITC Ltd, Hyderabad, Apr 2001- Apr 2005**

* Responsible for Sales forecasting & budgeting Distribution, Infrastructure, Merchandising, Product launch & rollouts and implementing Trade Marketing and Development plans in the market
* Achieved above-average volume growth within managed areas consistently outperforming other regions in volume growth and growth contribution; region grew three times higher than company's overall growth rate and was largest volume contributor to division despite facing severe competitive challenges.
* Developed viable and relevant business model to reach new markets; collaborated with wholesalers in those markets to provide effective sales and distribution system to fill demand; built direct-sales team; designed sales and delivery routes within towns and villages; boosted sales centers in distance markets; leveraged local distribution system to service remote markets and areas to reach maximum number of consumers in the shortest time span.
* Co-developed and set strategic business direction for region and with senior management to drive profitable business growth, including brand and package strategy, sales distribution strategy, and retail/wholesale pricing structure, sales and customer-service functions and organization.
* Instrumental in setting up channels of distribution to maximize reach and exploit available market potential. Led efforts across conceptualizing, planning and implementing processes to decentralize distribution across the region to drive business volume growth.

***Notable Accomplishments across the career path:***

* Successfully registered 17% growth in Tobacco.
* Accomplished a target of 2,000 tones of atta and 150 tones of biscuits in Hyderabad.
* Hold credentials of achieving turnover of 100crs in telangana markets for the years 2002-03.
* Enhanced sales volume of Tobacco from 27 million cigarettes to 32 million cigarettes in one year*.*

**Key Accounts Manager PEPSI Foods Ltd, Vishakhapatnam, Oct 1998- Mar 2001**

* Built fundamental skills and infrastructure capability to grow and service key accounts to drive volume growth; initiated region key account service function; segmented business according to distribution channel and developed strategy guideline for each channel, thereby building key-account volume to account for almost 25 percent of total region sales.
* Achieved core brand awareness and acceptance through effective media and outdoor advertising, sampling program, interactive consumer promotion, channel development, and sponsorship program.
* Innovatively deployed outlet as outdoor advertising to create highest possible brand impression with consumers at point of sale; used creative displays and Point of Sale materials to differentiate brand from competition; distinctive festival displays in large stores.
* Hold credentials of converting all Navy Outlets exclusively into Pepsi Customer; successfully launched Diet Pepsi in Vishakhapatnam and expanded Pepsi to Duvada market (VEPZ) exclusively
* Identified and developed program to open up two emerging trade channels – education and cyber cafes

**Senior Sales Executive, MAX HUNCHINSON Limited, Hyderabad, May 1994 - Aug 1996**

**PERSONAL DETAILS**

|  |  |
| --- | --- |
| **Qualification** | M.B.A.(Marketing), Osmania University, 1996 –1998 |
| B.Sc. (M.P.G), Osmania University, 1991 –1994 |
| **Date of Birth** | 22-Oct-1973 |