



## M. SREE RAMANA

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### SENIOR BUSINESS DEVELOPMENT PROFESSIONAL ~ PROFIT CENTRE HEAD

*A results-focused professional, seeking a senior level role, to utilize skills, experience and education to contribute to employer objectives, profitability and success, with a company offering potential for challenge and growth*

#### PROFESSIONAL ABRIDGEMENT

- ✦ **Seasoned professional**, offering an impressive experience of **27+ years**, across the gamut of **Strategy Planning, Business Modelling, Product Launching, Budgeting & Cost Control, Turnaround Management, Market Research & Team Management**.
- ✦ A qualified **professional; proven acumen** in managing all aspects of business operations as Profit Center Head; currently spearheading as **Product Head (Karnataka,Goa,Andhra Pradesh & Telangana)** with **Orient Bell Ltd.**
- ✦ **Self-motivated, hardworking and goal-oriented** with a high degree of flexibility, creativity, resourcefulness, commitment and optimism
- ✦ **Strong influencing skills** coupled with **excellent time management skills** with proven ability to think in and out of the box, generating new solutions and ideas; work accurately and prioritize and consolidate tasks; resilient with a high level of integrity and energy experience.

#### PROFICIENCY FORTE

- ✦ Proven acumen in managing operations in a large business environment, strategizing the business directions for developing new business, identifying new markets and key people, developing new products & taking functional initiatives.
- ✦ Expertise in driving business for service offerings coupled with deep understanding of critical business drivers in multiple markets and industries.
- ✦ Highly skilled in setting up new business operations and strategic planning for achieving cost control, revenue growth and process improvements thereby achieving increased business growth.
- ✦ Adept in market analysis, target segment selection, budgeting and formulating customer capture strategies.

#### Core Competencies

Strategic Planning  
Revenue Generation  
Personnel Management  
Turn Around Management  
Key Account Management  
Project Planning & Control  
Business Development  
product Launch  
Contract Negotiation  
Product Management  
Commercial Negotiations  
Process Re-engineering  
Strategic Technology Planning

#### Soft Skills

Analytical skills  
Communication Skills  
Presentation Skills  
Time Management  
Organizational Skills  
Leadership qualities  
Interpersonal Skills  
Relationship Management  
Team Building & Management

#### LEADERSHIP AND EXPERTISE

**Business Development:** Formulating & implementing strategies for the growth of business opportunities and maintaining consistent profitability.

**Strategy Planning:** Conceptualizing and implementing strategies for enhancing operational efficiency levels, cost control and improvement in bottom-line performance.

**Setting up Business Operations:** Developing business plans and setting up the operating procedures, budgets and objectives to achieve consistent growth in business and profitability.

**Customer Relation Management:** Ensuring total customer satisfaction through providing quality service and adherence to service quality norms.

**Market Research:** Conducting market research and trend analysis for keeping abreast with market trends, economy trends and competitor moves to achieve market share metrics and assessment of market needs

**Team Management:** Developing, managing and monitoring the performance of multi-skilled work force and conceptualizing need-based training programs to enhance skill set.

**Process Improvement:** Designing internal controls and quality audit checks for various operational areas and verification of operational efficiency levels & recommending cost control measures for improvement in bottom-line performance.

**Relationship Management:** Conduct relationship management with key customers, & strategic alliances with channel partners for increasing the level of sales growth.

**Promotional Activities:** Developing and implementing product promotion, market development and counter competition strategies based on market intelligence and assessment



## EMPLOYMENT CHRONICLE

**JK CEMENT LTD  
( WHITE CEMENT DIVISION)**

**Sr. General Manager – Tamilnadu, Pondicherry & kerala  
( ZONAL HEAD )**

**Since April '21 - June'22**

**Products: White Cement, Wall Putty & Other Value Added Products**

The Year 2021-22 closed with big bang growth of : Wallputty :14% & VAP: 63% with Retention crossing Rs. 11000/-mt and 190000/mt respectively. Stood at no two position at pan India ranking and highest in South India .

### **Appraisal Ranking “ Exceeds Expectation”**

**SALES :**

WC : 42380 MTS

WP : 40527 MTS

SMWP : 1903 MTS

DSO : TN- :16 days

KER:23 DAYS

CD % : 86 %

The Force : Stateheads : 03

Area Managers : 10

Front line : 52

Technical : 08

Support Team at Branch : 08

Channel support : 1500 counters ( approx.)

KPI adherence for business growth : Review meetings, Monthly JCP , New retailer counters addition, Closing Whitespace vacuum ,Daywise productive visits , daywise & bucketwise sales plan, strategy- plan – execution, result oriented sales promotion activities,strict adherence of primary & secondary sales in DNA ,Balance confirmation on quarterly and many more ....

**JK CEMENT LTD  
( WHITE CEMENT DIVISION)**

**Sr. General Manager – Karnataka,,Andhrapradesh & Telangana  
( ZONAL HEAD )**

**Since OCT'16 - MAR'21**

**Products: White Cement, Wall Putty & Value Added products.**

**Zonal growth at 23% growth over LY in this new assigned zone with tremendous growth path for YOY ....**

**Distinctive Highlights:**

- Robust Sales growth of 52% - Telangana , 33% -Andhra Pradesh & 34 % - Karnataka . which is highest ever in Karnataka, Telangana& Andhrapradesh and shift over from negative rating to growth in Karnataka in Trade Awarded as “ Outstanding Performing Zone “
- Performance / Growth over LY :
  - Volume : WC: 36700 mts (12% ) WP : 59235 mts (37%) PX: 154 mts (8%)
  - Revenue: WC: 81(24%) cr WP : 130 (30%) cr px : 1.70 ( 2%)cr.
  - CAGR: WC: 7% WP : .28%
  - DSO % : 8.60 DAYS - Target - 15 Days
  - CD % : 58 % - National Average 47%
- The Force : Team : State Head : 04
  - Sales Team: 41 ( on rolls )
  - sales team : 24 ( off rolls )
  - Support team : Tech: 12 : Accounts : 02 Coordinators: 04 Branding :01: project: 07
  - Depots: 15 - Managed by CFA
- Channel Partners : 1. Distributors : 194
  - 2. Retailers : 5736
  - 3.Major Influencers: Painters, Applicators, Contractors, Builders, PMC, Engineers & Architects,

Operations tracking System : 1.JCP, PDP, DSR monitored thru Cloud for Customer system

2. Daily visits / Unique visits updation in UMBER APP
3. Productivity per officer of primary & Secondary is measured in DNA APP
4. Datewise / Bucketwise invoice plan
5. Monthly/quarterly/Half yearly and Annual Review method.
6. Monthly reviews – Districtwise

**RATING : Outstanding performer throughout**

**RAK Ceramics India Pvt Limited**

**Asst. General Manager- IB Divn – Karnataka,,Andhrapradesh & Telangana**

**Since Feb'16 -Sept'16**

**Product: Ceramic & Vitrified Tiles**

**Distinctive Highlights:**

- phenomenal Breakthrough in enlisting our Brand in very prestigious 86 Builders & Developers, 34 leading Architects & interior Designers, 3 PMC's, added with Big construction companies, Civil Engineers, Govt Dept's, Public Sectors, Financial Institutions, Contractors & Others.
- Business Generation of Rs.8.25 Cr. And much more in pipe line..
- Huge Project mapping for future Business Development.

**Orient Bell Limited**

**Sr. Regional Manager – Karnataka,Goa,Andhrapradesh & Telangana**

**Nov'09 – Feb'16**

*(Formerly: Orient Ceramics And Industries Ltd.)*

**Product: Ceramic & Vitrified Tiles (Both Domestic & International Tiles)**

**Distinctive Highlights:**

- Heading the state of Karnataka,Goa,Andhra Pradesh & Telangana for Retail thru Channel partners & Project Business development through Influencers like Architects, builders, PMC, Interior Designers , contractors etc.
- Major responsibilities include: introduction of **new sizes like: 200 x 350 / 350 x 475/ 300 x 600 / 600 x 600 (UVT), Europa Series, Double Charge, Digital,Real Art series PGVT,DGVT,GFT,FT,COOL TILES & Imported Tiles from Spain, , China etc.,** in selected markets.
- As a responsible profit Centre Head, improved margins by 19% by disciplining inventory, receivables, focusing on High value product sales development and many more ...
- Introduced High Value Products in major cities .
- The dedicated Eight member sales team together made a good breakthrough in introducing products in few esteem projects of Purvankara projects, Skyline constructions, Shoba Developers, Adarsh Builders, Sierra Constructions,Mantri Developers, Brigade Group & Many more ..... Equally in financial institutions, Educational institutions & major govt projects like CPWD, PWD, POSTAL, FINANCIAL INSTITUTIONS,PUBLIC SECTOR, CENTRAL & STATE GOVT, HOSPITALS AND OTHER MAJOR INSTITUTIONS.
- Growth YOY is 32% and turn-around of disciplined profitable operation, focusing TOP & BOTTOM line
- OUTSTANDING PERFORMER AWARD through-out the period
- Elevated for company stock option scheme consecutively for Three Years.

**Kajaria Ceramics Ltd.**

**Senior Area Manager**

**Apr'07 – Oct'09**

**Product: Vitrified Tiles**

**Distinctive Highlights:**

- Head of project Team of Karnataka .
- Key Responsibilities: Sales & Receivables, Budgeting, Logistics, Technical Presentations, Exhibitions, Introduction of new designs. – **TOTAL TEAM RESPONSIBILITY**
- **67 %** of increase in Business Development with absolute qualitative parameters and continuous discipline on receivables
- Achieved Target of **1.43 Lakh** boxes( 2216500 sq.ft) as against Sales Target of **1.28 lakh** boxes(1984000 sq.ft) value contribution of Rs. **8.87 cr**
- **63** new customers added in the financial year (highest in All India )
- Big breakthrough in segments like Corporates, International Airport, Retail Chains, Hospitals, Hotels & Resorts, Showrooms,Residential & commercial complexes, Govt Departments, Builders & Developers ,Architects & Project Management Consultants etc.,
- High realization to company since **84%** of business is directly serviced by company And **19%** of sales contribution is High value items

- Successful implementation of Highseas Sales (Import Sales).
- Honoured with “**OUTSTANDING PERFORMANCE AWARD**” for the year 2007-08.

**Watertec systems India Pvt. Ltd.**

**Area Sales Manager**

**Feb'06 – Mar'07**

**Product: Bath Fittings**

**Distinctive Highlights:**

- Incharge of South Karnataka operations on lines of channel sales management.
- Key roles in Human resource management, training for new recruits in sales & marketing
- Business growth of **80%** within short span of **3 months** with complete discipline on credit control and adoption of quality business parameters.
- Appoint of additional **16** potential dealers
- Adoption of KAIZEN in all areas for improvement
- Business development through Channel partners, Architects, Builders & Developers, Plumbers etc.,

**Larsen & Toubro Ltd. (Now Ultratech Cement Limited)**

**Unit Head**

**Apr'97 – Apr'05**

**Product: Cement**

**Distinctive Highlights:**

- Independently handled the entire Sales & Distribution operations as Profit Center Head.
- Instrumental in setting up the business operations from scratch in the part of North Karnataka region in 1998 and established it as a leading market player with the turnover of **Rs. 17.4 Cr. p.a.**
- Successfully formulated and implemented business development and promotional strategies and generated business to the tune of **Rs 165 crores / p.a.**
- Have consistently surpassed the targets and achieved sales of **5.6 lakh** metric tons of cement against the target of **4.3 lakh** metric ton in the year 2004 -2005.
- Played a key role in launching new products in the most competitive & sensitive markets.
- Successfully handled the distribution operations and developed C/F, stockiests and retailers networks for better penetration and reach and handled a network of **310** channel partners.
- Business Development through influencers like Civil engineers, architects, builders&developers, masons etc.,
- Achieved savings to the tune of **Rs. 45 lakhs** through reduction of secondary transportation, administration cost , discounts & continuous follow up of Kaizen other cost effective methods.
- Successfully led the team to achieve excellence in performance as individual & as a cohesive unit and team was adjudged to be the best team.
- Designed internal controls and quality audit checks for various operational areas for verification of operational efficiency and implemented cost control measures to improvement bottomline performance.
- Distinction of receiving the 'Performance Linked Reward' every year for the for the entire tenure.
- **Ability & Capability of handling South India & Gujarat State operations**

**Dunlop India Ltd.**

**Sales Officer**

**Aug'94 – Mar'97**

**Product: Tyres**

**Distinctive Highlights:**

- Gained hands on experience in handling sales & marketing functions for commercial, farm and passenger vehicle tyres and achieved **6.6 %** growth in business
- Instrumental in compiling detailed market report to facilitate strategy formulation for launching of new radial tyres in the market.
- Very extensive field work in rural areas of Karnataka for Farm Tyres promotion and emphasis on Passenger & commercial tyres in tier-1,tier-2 & tier – 3 towns of Karnataka.
- Participated in various sales promotional activities like customers meet, OEM meets, Exhibition, Tyre care Programmes etc.
- Promoted from Sales trainee to Sales Officer

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## ACADEMIC QUALIFICATIONS

- 1993    **Post Graduate Diploma (Personnel Management)**, M.E.S College of Arts, Science & Commerce (Bangalore University), Bangalore
- 1991    **Bachelor of Commerce**, P.E.S College (Bangalore University), Bangalore

### IT Skills:

- 1992    **Diploma in Computer Applications** from Reliance Computers, Bangalore
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## PERSONAL DOSSIER

**Date of Birth:**            23<sup>rd</sup> Dec., 1968

**Gender:**                Male

**Marital Status:**        **Married**

**Languages known:**    English, Kannada, Hindi, Telugu & Tamil

**Address:**                # 223, "Vrunda" 4<sup>th</sup> Cross, Penn Field Gardens, Telecom Layout, Jakkur, Post, Bangalore

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## DECLARATION

I hereby declare that particulars furnished above are true to the best of my knowledge and belief.

Yours Sincerely,

Date: 21-07-2022

Place: Bangalore

(M.SREE RAMANA)