**P.Durga Prasad**

**E-mail :** [**durgaprasad11113@gmail.com**](mailto:durgaprasad11113@gmail.com)

**Mobile : 9703311113**

**Summary: Total 14 years of experience**

**Education: MBA (Marketing with Human Resource) from Osmania University**

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| **Current Organization: Cuckoo Appliances Pvt Ltd** | |
| **Experience : March 21st 2022 to Till date** |

**Designation : Assistant Marketing Manager for Telangana & Andhra Pradesh**

**Responsibility :**

* **Executing ATL & BTL activations**
* **Ensuring the POSM & incentives to reach dealer/ distributor as per achievement of target on time**
* **Appointing dealers & distributors**
* **Supporting dealer/ distributor to achieve targets by visiting clients and closing the deals**
* **Making the month primary billing of dealer/ distributor as per JBP**
* **Ensuring the incentives to be reach to dealer/ distributor as per achievement of target on time**
* **Making sure customers to get service & installations on time**

**Products Handling: Water Purifier & Air Purifier**

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| **Organization: Eureka Forbes Ltd** | |
| **Experience : Oct 2019 to March 2022** |

**Designation : Head marketing coordinator for Telangana & Andhra Pradesh**

**Responsibility : To drive business of Direct Sales, Franchisee Business Partners & Franchisee Dealer Operations through below the line activities**

**Products Handling: Aquaguard Water Purifier, Euroclean Vacuum Cleaner, Euroair Air Purifier, Aquasoft**

**Activities involved in BTL Activities**

* **Handling 8 branches in Hyderabad, 7 branches in Andhra Pradesh, 48 Franchisee Dealer operations in Telangana & Andhra Pradesh**
* **Involved in Training the sales executives for all products.**
* **To increase the sales & motivating the sales team by awarding the incentives.**
* **Assisting sales team to achieve their target by conducting the promotional activities like exhibitions, road shows, apartment activities, temple activities, canter shows, super market shows and much more**
* **Handling Institutional sales-to get the bulk orders from Institutions and corporate.**
* **Designing the Motivational posters & Incentives posters and arranging the displays to the Sales Team.**
* **Organizing the Programs like New Product Launches, Review Meets and Tours.**
* **Designing the broachers, flipcharts and updating competitor’s knowledge.**

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| **Organization : Transsion Holdings from Dec 2016 to Oct 2019** |

**Designation: Area Marketing Manager (Visual Merchandising)**

**Roles & Responsibilities:**

* **Managing merchandising for 4 brands 1) Itel 2) Spice 3) Tecno 4) Oraimo for Hyderabad,Telangana & Rayalaseema regions**
* **Ensuring WOD coverage of the Distribution Point with Visual merchandiser for deployments of POSM in retails outlets**
* **Visual Merchandisers Management : Managing Visual Merchandizing team in terms of training and make them to deploy POSM as per guidelines in market**
* **Trade Connect: New product launches of Mobiles in market, Organizing Dealer Meets & Executing the new initiated activities like Kickoff, Storming & SFA activities in the market and executing ATL & BTL activities by coordinating with HO**
* **Local Marketing Initiatives: Driving tertiary activities Market activations, Festive campaigns & Mass Campaigns, Hoardings & Building brandings**
* **Branding: Inshop & Outshop branding in retail outlets & deploying innovative POSM elements like Lite luminous table tops, Lite shelf talkers , Lite Hangings, Screen Table Tops etc. in outlets as per guidelines**

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| **Organization: Videocon Smart Phone Division from July 2016 to December 2016** |

**Designation: Trade Marketing executive for Telangana state**

**Roles and Responsibilities:**

* **Shop level visibility & upkeep of marketing merchandise**
* **Providing information regarding shop level visibility to and for the WOD coverage in terms of visibility at the retail level**
* **Tracking and maintenance of the marketing merchandise for the purpose of providing the visual merchandising support to the business. Deploying the merchandise as per the business plans and keeping a track of the same for maintaining a healthy stock of goods at their respective domains.**
* **Planning the day to day activity as per the agreed Monthly plan in sync with the business plan for the particular domain/ region. Seamless deployment and effectively manage the execution of the Trade Marketing activity for the region. Providing inputs regarding any initiatives for the region.**
* **Manage competitive channel information – marketing strategies of different competitors at respective area level and at different channel formats**
* **Plan and implement new channel services in assigned area, channel advertising and promotion within stipulated time frame**
* **Implement channels marketing strategies in the assigned area through the finalization of the plan.**
* **Manage the competitive channel landscape- develop new channel services, retail POP/ POS and channel promotion.**
* **Identification and Selection of Sites for Outdoor Activations.**
* **POSM Deployment and Coverage of all Models launched**
* **Deployment within 7 days of Product Launch**
* **Supporting regional team in executing various promotional schemes & coordination with HO for solutions Coordinate with vendors at regional level for getting the BTL activities done and verification of work done ensuring timely execution**

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| **Organization : Sri Tirumala Enterprises ( Own Business)** |
| **Experience : November 2015 to July 2016** |

* **Driving business single handedly**
* **Visiting new house constructions for fresh orders**
* **Retaining the existing customers by regular follow-ups**
* **Daily knowing the market**
* **Keeping the meetings with Masons for getting reference orders**
* **Placing the orders to company and delivering stock to customers on time**
* **BTL activities like Paper Insertion in News papers and leaflets distributions etc**

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| **Organization: Eureka Forbes Ltd** | |
| **Experience : 20th April 2009 to 6th October 2015** |

**Designation : Head marketing coordinator for Telangana & Andhra Pradesh**

**Responsibility : To drive business through below the line activities**

**Products Handling: Aquaguard Water Purifier, Euroclean Vacuum Cleaner, Euroair Air Purifier, Fireguard & Security Systems**

**Activities involved in BTL Activities**

* **Handled 8 branches in Hyderabad, 8 branches in Andhra Pradesh, 22 Franchisee Dealer operations in Telangana & Andhra Pradesh**
* **Involved in Training the sales executives for all products.**
* **To increase the sales & motivating the sales team by awarding the incentives.**
* **Assisting sales team to achieve their target by conducting the promotional activities like exhibitions, road shows, apartment activities, temple activities, canter shows, super market shows and much more**
* **Handling Institutional sales-to get the bulk orders from Institutions and corporate.**
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| **Organization: TVS Motor Company** |
| **Experience : 1 year 20th January 2008 to 19th December 2008** |

**Designation: Territory Manager (Maharashtra)**

**Business structure: Maintaining business through national distributers**

**Products handled: All range of two wheelers**

**Responsibility: To drive business through distributers**

**Area covered: Authorized main dealer M/s Sangli & authorized sub dealers of Pore TVS dealer**

**Achievements: Comparing with last 2007 financial year increased 18% of market share in 2008 of the dealer.**

**Current CTC : 560000**

**Expected CTC: 750000**

**Personal Profile**

**Name : P. Durga Prasad.**

**Father's name : P.Ashok**

**Marital status : Married**

**Date of birth : 7/1/1984**

**Religion : Hindu**

**Nationality : Indian**

**Languages familiar: English, Hindi, Telugu.**

**Address: P.Durga Prasad**

**Flat no-21, Kamalalaya Enclave,**

**Jupiter Colony, Trimulgiri,**

**Secunderabad - 500015.**

**Date (P.DURGA PRASAD)**