

M.C. Subbarayudu

Scaling heights of success by leaving marks of excellence by **driving business growth** and **expanding market reach** by utilizing the experience in **strategic planning, key account management, and team leadership**; preferably in **Bengaluru**

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Profile Summary

- An **accomplishment-driven professional** with offering **25.5 years** in **Sales and Marketing** with a strong focus on **strategic planning and resource deployment**
- Currently working as the **Regional Manager (AGM)** at **Amara Raja Batteries Ltd.**, leading **sales and marketing operations** to **maximize profitability and achieve increased sales in the assigned territory**.
- Effective in **formulating business strategies**, establishing **corporate goals & developing business plans** to **achieve organizational objectives**; positioned **business growth** through **Go-to-Market planning, pipeline generation and revenue generation**
- Fostered lasting relationships and promoted **organic growth** with **distribution intermediaries** through **value-added strategic analyses** and execution of consultative solutions.
- Recognized for **successfully expanding franchisee and retailer networks**, implementing efficient **product launches**, and increasing sales through the development of exclusive networks in both **rural and urban markets**.
- Expertise in **key account management, distribution management, and team leadership**, with a proven track record of achieving and **exceeding business targets**.
- Proficient in **utilizing CRM software, market research tools, and strategic planning software** to drive **sales and marketing initiatives**, resulting in **streamlined processes** and improved decision-making.
- Orchestrated a **120% increase in sales** in **Hyderabad, Rayalaseema, and Telangana**, leading to a significant expansion of the **distribution network and brand presence**.
- Successfully **obtained bulk orders** from prominent organizations, including **Vizag Steel Plant, Vizag Port Trust**, and various municipal corporations, contributing to **substantial revenue growth and market dominance**.
- A **prolific leader** with strong organizational, interpersonal, management, problem-solving and relationship building skills; possess **strong business acumen** and the **capacity to convert visuals into reality**.



Core Competencies

Distribution/ Channel Management
Brand Visibility Strategies
Business Volume Augmentation
Revenue Generation
Dealer Network Expansion
Franchisee & Retailer Network Expansion
Strategic Planning & Execution
Sales & Marketing
Key Account Management
Market Segmentation & Penetration
Cross-Functional Coordination
Leadership & Team Management
Training & Mentoring



Academic Details

- **1998:** CAD-CAM Course
- **1996:** B.E. in Mechanical Engineering from Vijayanagar Engineering College, Bellary



Certifications

- ISO 9001 and TS 16949
- Extensive supervisory and hands on experience in developing/implementing Systems as per ISO 9001, TS16949.
- Conducting internal audits



IT Skills

- MS Office, DOS, Windows
- Microsoft Office Suite
- CRM Software
- Market Research Tools
- Sales Forecasting Tools



Notable Accomplishments Across the Career

- Successfully expanded the franchisee and retailer network, leading to a significant increase in sales and brand visibility in Hyderabad, Rayalaseema, and Telangana.
- Coordinated the efficient launch of **AMARON HARVEST** tractor batteries, contributing to enhanced market presence and increased sales in the designated regions.
- Orchestrated an increase in sales and brand visibility through the successful expansion of the franchisee and retailer network in Hyderabad, Rayalaseema, and Telangana, contributing to significant market growth and enhanced customer reach.
- Implemented a comprehensive customer relationship management system, resulting in increase in customer retention and satisfaction, thereby contributing to sustained business growth and profitability.
- Introduced innovative sales forecasting tools, leading to improvement in sales accuracy and demand forecasting, optimizing inventory management and resource allocation.

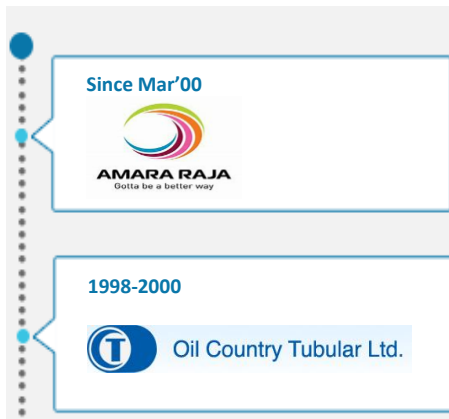


Skill Set





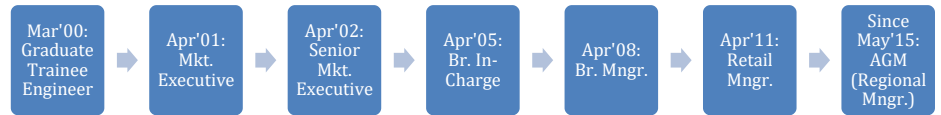
Career Timeline



Organizational Experience

Since Mar'00, Amara Raja Batteries Ltd., Bangalore

Growth Path:



Key Result Areas:

- ❖ Leading strategic planning and business development efforts to accomplish organizational goals and objectives.
- ❖ Managing sales and marketing activities, leading to enhanced sales and optimized profits within the designated region.
- ❖ Cultivating and fostering connections with key decision-makers to propel business growth and attain objectives.
- ❖ Discovering and connecting with dependable dealers and channel partners, resulting in expanded market presence and outreach.
- ❖ Planning and delivering training programs for new hires, guaranteeing streamlined sales operations and achievement of targets.
- ❖ Heading the global distribution strategy, translating product and business strategies into executable channel plans and driving its implementation.
- ❖ Defining retail marketing strategy, including development of channel marketing activities in accordance with overall business goals and objectives; developing relationships with the distribution networks for exploring and developing opportunities.
- ❖ Organizing and implementing new product launches with distributors, tracking and meeting sales target.
- ❖ Maximizing revenue opportunities by achieving the set target through effective forecasting, pricing, rate management, optimal market business mix and distribution channel mix.



PREVIOUS EXPERIENCE

1998 - 2000, OCTL (Oil Country Tubular Limited), Place as Tool Joint Engineer (Production)



Personal Details

Date of Birth: 10th June 1973

Languages Known: Telugu, English, Hindi and Kannada

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