**ANANTHA RAMA SUBRAMANIAN V**

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**~ SENIOR MANAGEMENT PROFESSIONAL ~**

**Marketing & Sales, Business Development, Operations Management, Strategic Planning, Channel Management and Key Account Management with a reputed organisation**

Offering **over 18 years** of quantifiable and cross- cultural experience in Established Companies / Start-Up Ventures / Turnarounds across diverse sector

**PROFILE & VALUE**

* **Effective and accountable in executive roles:** Overcome complex business challenges and make high-stakes decisions using experience-backed judgment, strong work ethic and irreproachable integrity. Deft in driving new business through key accounts and establishing strategic partnerships to increase revenues.
* **Consistent record of delivering results in growth**, revenue, operational performance, and profitability. Aggressive sales & marketing tactics.
* **Consistently deliver Mission-Critical results:** Driven by a visceral “hard-wired” need to strategize and to innovate. Gifted with the vision, determination, and skills needed for high-level revenue-building strategies and tactics. Have a fair perspective on the Business Environment with understanding of inter-relationships between diverse tasks.
* **Respect and Leverage Human Capital:** Motivate, mentor and lead talented professionals. Live the culture and lead by example. Expertise in building and motivating large teams that well exceed corporate expectations. Innovative and results-driven manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement.

**PROFICIENCY MATRIX**

* Conceptualising & implementing competitive strategies for generating sales, developing and expanding market share towards the achievement of revenue & profitability targets.
* Overseeing complete business operations in the assigned region/vertical with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given timeframe.
* Overseeing the process of identification and networking with financially strong/ reliable dealers/institutions, resulting in deeper market penetration.
* Conceptualising, planning and organising brand promotion activities by developing new communication mix and new strategies for brand launch.
* Overseeing the smooth execution of sales promotional strategies such as sales schemes, promotional ,campaigns
* Identifying prospective channels, generating new business from the existing channels in line with business targets.
* Providing direction, motivation and training to the field sales team by ensuring optimum performance for all operational and sales related issues, motivating team work within the work force for effective and smooth functioning of operations.

**CAREER CONTOUR**

**Oct’05 – Present: Bharti Airtel Limited, Chennai/Kerala**

**Zonal Business Manager**

***Significant Highlights***

* Maintained healthy relations with the customers, business partners and with all functional people for the consistent success of the organization. -
* Launched and Streamlined the Indirect Channel Business in Bharti Airtel Ltd.- “Distribution and Channel Partners Business” for Broadband, Fixed Line and Data Business has been launched and streamlined in both Kerala and Chennai.
* Launched and streamlined the Franchisee Business Operation of Bharti Airtel Ltd for Fixed Line, Broadband and Data Business in Tamil Nadu and Kerela.
* Consecutively 3 times recognized as the Best Zonal Manager in Bharti Airtel Ltd in the Year 2010 – 2011 for the Best Performance in all Business KPI’s in the Southern Region.
* Enhanced the Data Business in Bharti Airtel Ltd, Kerala, identified the potential Non Net work Area (Non Telemedia Towns) and appointed new Channel Partners and launched the Data Business Operation.
* Implemented Performance Improvement and Performance Tracking Mechanism for Channel Managers, Channel Partners and Distributors.
* Improved the Market Reach and to enhance the Business – Based on the Market size and the expected business results, we have increased the number of Channel Partners & Distributors and also designed & Implemented Norms for the Channel Partners & Distributors Man power strength and Productivity.
* *In Bharti Airtel Ltd, Chennai the Customer Acquisitions has scaled up from 1200 per month to 2200 per month and achieved the Revenue of 600 Million/annum from 500 Million. In Kerala the Data Customer Acquisition has gone up from 6 Million/annum to 360 Million/annum and the Fixed Line & Broadband Customer acquisition has scaled up to 1750/month from 1000/month.*

**Jan’05 – Sep’05: Shell Solar Ltd., Kerala**

**Regional Sales Manager**

***Significant Highlights***

* Enhanced the financial strength and profitability - acquired high revenue earning customers.
* Attentively achieved top line & bottom line performance by way of expanding the operations by opening new branches in up-country locations.
* Managed the credit sale outstanding at the budgeted levels.
* Trained and developed Branch Managers based on the yearly appraisals.
* Achieved annual sales, cost and contributed budget for the Kerela states.

**Oct’93 – Dec’04: Eureka Forbes Ltd, Kerela/Tamil Nadu**

**Divisional Manager West Area**

**Growth Path**

Oct’93 – Mar’96: Sales Supervisor (Quilon / Cannanore)

Apr’96 – Feb’03: Head of Branch (Trivandrum / Calicut / Cannanore)

Mar’03 – Dec’04: Divisional Manager West Area

***Significant Highlights***

* Conceptualized and implemented need-based business strategies and actively launched new products for penetration and establishment of unexplored areas in the market.
* Established divisional goals, short term and long term sales budgets and developed business plans for the achievement of these goals in an efficient manner.
* The Division won 4 National Awards at the Annual Managers Conference for our performance in the year 2001-2002 during my tenure in Eureka Forbes Ltd for the Annual Target achievements of all Business KPI’s.
* Won the Best Branch Manager Award (Success Story Award) in the country for the revival of Trivandrum Operation during the financial year 1998-1999.
* Awarded twice with the highest selling Customer Response Centre award in the country for the financial year 1998-1999 and 1999-2000.
* Handled Independent Business Division for Eureka Forbes with a turn over of over Rs.125 million (US $ 2.73 MN) with complete responsibility of Sales, Operations, Personnel-over 130 people & Finance for the unit.

**EDUCATIONAL CREDENTIALS**

* **MBA in Marketing & Retail Management** from ISBM, Cochin in 2011.
* **B.Com.** from Kerala University in 1991.

**TRAININGS ATTENDED**

* Underwent numerous trainings including Business Managers Development Programme, IIM, Ahmedabad.
* Self Learning Programme. NMMIS
* Creativity, Interviewing Skills Workshop.
* Enhancing Managerial Effectiveness.
* Mentoring Trainer Programme.
* Man Management Skills Workshop.
* Success 365.
* Trainer Development Workshop.
* Leadership Development Program.

**PERSONAL DOSSIER**

Date of Birth: 27th May, 1970

Residential Address: T.C.41/645, Anaval Street, Manacaud, P.O, Trivandrum - 695009

Languages Known: English, Tamil and Malayalam