**Aravind Panicker**

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**PROFESSIONAL PROFILE**

* A talented individual who has worked in sales before moving to marketing.
* Nearly 4 **years** of overall experience including extensive pan India sales experience
* A result oriented individual who combines abilities at analysis & quick thinking to seek opportunities to drive best results.

**Career Details**

**As Brand Consultant – Orion Consulting (Nov. 2011 – Present)**

*Role:*

* Responsible for Brand planning and allied activities for clients in varied sectors including Retail, Heavy Machinery Finance, Fashion.
* Focus on identifying the right fit among all communications avenues
* Functioning as an outsourced brand manager for most clients.
* Also responsible for new business development

*Highlights:*

* Successful launch of new brand range for jewellery client
* Successful presence of our fashion client at Lakme India Fashion week, 2012.
* Launch of Oyechotu.com; Ahmedabad based online food service provider.

**As Brand Manager (April 2010 – April 2011) Piramal Healthcare Ltd**

*Role:*

* Managing trade, brand building & NPD for the brand/s in question.
* Constantly interacting with all stakeholders from manufacturers, media, creative agency, buyers, and consumers to improve brand function, viability and drive growth.
* Involved in projects regarding the future plans & optimization of current system in the organisation.
* Reported to Category Manager

*Highlights:*

* Responsible for **Saridon** – the largest, most famous brand in the PHL bouquet.
* Turned flagging fortunes for Saridon around to result in **best 6 months** in its history.
* Successfully activated & completed the process for launch of **new TVC** for Saridon.
* Successfully implemented project **lagi 50 ki?** – Consumer Promotion for **Supractiv Complete** resulting in over 2 times sales from previous averages
* Involved in New Product Development of various extensions and new launches, which will be available in the market very shortly.
* Developed and implemented a successfully model of POS distribution & utilization which now a **SOP** in the organisation of any information to be sent to the sales team.

**As Area Business Manager (ABM) (Dec 2008 – March 2010) Piramal Healthcare Ltd**

*Role:*

* Managing an infrastructure of distributors, wholesalers & retailers to drive optimum business for the company.
* Manage a team of Sales Officers & Territory Sales officers towards highest input
* To be responsible for the best availability, visibility and adaptability of the company with rest to competition in my geography.
* To ensure stability, control, continuity & focus for geography in times of flux.
* Reported to Zonal Business Manager

*Highlights:*

* At various locations have managed infrastructure of over **50 distributors and 10000 buyers** (wholesalers & retailers) and have been responsible for business at every counter.
* Managed a **team of 10** (Ludhiana) – the largest for any ABM in PHL ; and 8 in Vidharbha & Bihar
* Successfully trained **3 TSO’s** to be **promoted** to SO in a 15 month period.
* Ensured **zero attrition & successful continuation** of business in Vidharbha & Bihar during times of **organisational transition** during time as acting Area Business manager

**As Management Trainee (June 2008 – Dec. 2008) Piramal Healthcare Ltd.**

* Trained as Sales Officer in Vijayawada, Andhra Pradesh from June 2008- Sept., 2008.
* Independent charge & responsibility of business for Coastal Andhra
* Reported to Area manager, Andhra based out of Hyderabad.
* Involved in project blue – **sales team restructuring** from Oct., 2008 – Nov., 2008.
* Resulted in complete revamping of sales approach towards a higher retail focus from the previous wholesale oucs
* Also resulted in an additional 300 + employees being absorbed by the sales system
* Reported to Divisional Head.

**PROJECTS & EXTRACURRICULAR ACTIVITIES**

* As **Summer Trainee** – worked at **Reliance Retail AP** in the initial phase of Reliance Industries foray into the retail structure. Was exposed to workings such as catchments area mapping, retail store designing, Plano-grams & consumer & employee satisfaction surveys.
* As **Trainee Engineer** – worked at **Apex-Decisions.com Pvt. Ltd.**, Bangalore from Dec 2005 – June 2006. was exposed to the functioning of the apex proprietary data analysis software designed to help fashion retailers to implement best possible mark-up or mark downs to the detail level of store, style & colour.
* Played in various national & state level **tennis** tournaments during my school days.
* **Captain** of school **chess** team
* **Head Boy/School Captain** for 2 years in Higher Secondary
* Won various inter-school & inter - college level **debates & quizzes**.

**EDUCATIONAL QUALIFICATION**

* **MBA** – Marketing major - ICFAI Business School, Hyderabad in 2008.
* **B.Tech** – Electronics & Communications - ICFAI institute of science & technology, Hyderabad in 2006.

**PERSONAL PROFILE**

Date of Birth : 20th October 1984

Nationality : Indian

Language Proficiency : English, Hindi, Malayalam & Gujarati.

**References available on Request.**