

## ASHUTOSH NANOTI

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**Assignments in Sales, Marketing , Business Development, New Market Development, Channel Management, Marketing with a leading organisation.**

### **PROFESSIONAL PROFILE**

- A dynamic professional with over 25 years of experience in Sales, Marketing, Business Development, New Market Development, Channel Management.
- A proactive leader with expertise in strategic business planning, market plan execution, staffing and targeted marketing and proven ability to achieve the pre-set profitability targets.
- Possess focused approach towards increasing the impact & efficiency of the overall brand plan.
- Distinction in launching Bt Cotton- genetically Modified Seeds for the first time in India.
- Excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.

### **AREAS OF EXPERTISE**

#### **Business Development**

- **Analyse business potential, conceptualise & execute strategies to drive sales, augment turnover and achieve desired targets.**
- Assess, qualify and pursue business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

#### **New Market Development**

- Identify new market segments and tap profitable business opportunities.
- Evolve market segmentation & penetration strategies to achieve product wise targets.

#### **Channel Management**

- Enable business growth by developing and managing a network of Channel Partners across assigned geographies.
- **Guide and train Partners to accomplish set revenue and business targets.**
- **Strong in adding value to Business partner help developing long term relations**

#### **Marketing**

- Develop and implement Marketing Plans with focus on planning for Advertisements, Hoardings, Shop Front Activities and other Promotional activities.
- Completed MDP at IIM Ahmadabad year 2006- Agri input management programme.
- Completed at IIM Lucknow - strategic market planning for profitability & growth in 2010.
- **Nominated as future leader from India for Regional leadership Exchange at Beijing (China) in south east Asian team internationally.**

#### **Team Management**

- Manage the gamut of tasks including manpower planning, recruitment, induction and training of Sales Teams, both In-house and at Channel Partners' end.
- Create an environment that sustains and encourage high performance; motivate teams in optimising their contribution levels.
- TRIAN THE TRAINER – for PLSS & VS training programme conducted training for 4 Regional teams across.
- **Nominated from India for LEADERSHIP MANAGEMENT program from Agri division in DOW Chemicals at China in 2016**

## • **ORGANISATIONAL SKILLS & SIGNIFICANT ACHIEVEMENTS**

### **Founder & Director @ Digigrower Services Pvt Ltd (Jan 2019 till date) @ Pune**

- **Ideation of BRAND – UPJAOO with clear mission to be small part in solution to farm productivity.**
- Soil Health management will be key focus by ensuring education & availability of future technology to Indian farming.
- Upjaoo – Developing its footprints to help farming community agriprunership improve milk productivity with livestock balanced feed management and health.
- Mobile networks and social media intervention helps to reach to nooks and corners across.
- UPJAOO – Reached >50K farmers and helped to improve on know-how of farming and growing everyday.....

### **Co-Founder & Director @ Maxim Seeds (Jan 2019 till date) @ Pune**

- MAXIM one of the trusted brands in seed industry specifically in central India.
- Improved focus on key crops like corn and vegetables seeds
- Establishing people and business processes to provide better services and products to farming community.
- **Maxim seeds been instrumental in developing and giving expertise to establish new brands for MNC in India.**

### **Marketing & Commercial effectiveness Manager – (Jan2018 – Dec 2018) - Corteva Agrisciences @ Mumbai**

- **Ensure value delivery of 322 Cr Revenue against plan of 310 Cr for year 2018.**
- Ensure Correct NB management throughout the commercial unit of WEST.
- **Key Initiatives on Channel realignment – Initiative rolled out across PAN India**
- Ensure onboarding of Marketing campaign manager to for better market support to Team in time.

### **National Sales leader (Seeds) – Dow Agro Sciences – PAN India (Sep2014 – Dec 2017) @Mumbai**

- New establishment seeds in India – spreading operation in 7 states.
- Launching 2 new Hybrids of Corn in Southern markets
- Double the business consistently for 3 years.

### **Profit Centre Head – Southwest India & Sri Lanka operations (oct-2012 –Aug 2014) Monsanto @Bangalore**

- First quarter financials are 11% over the sales targets for FY-14 fiscal.
- Mapping key prioritisation project to keep people & team driven with objectivity for each task.
- Leading team of 5 RSM, 5 RC & 26 TMS – Ensuring working closely for their developments.
- **People process and business process been set to ensure growth consistently.**

### **Zonal sales Manager – East India & Bangladesh & Nepal (Dec -2011 – sep-2012) Monsanto @Kolkata**

- Cross functional Move from ROW CROP & CHEMICALS TO Veg division – new business & geography.
- **Worked closely with people to conceptualise the key strategies to make into implementation mode to ensure expected business results**
- Only zone achieved the Target Value of fy- 12 business planned

**Regional sales manager- Karnataka – Branded Business (Oct 08- NOV 2011) Monsanto @ Hubli**

- Handled for one of the key states with highest Business stakes to contribute to India financials.
- Key operations delivered successfully – New product launch / Product Scale up Project successfully.
- **Initiatives like Margadarshi & Monsanto one @ key stakeholder ensured sustainable business growth for years.**
- Highest Corn business achieved with doubling chemical business & Cotton seed business
- **Won the best Region award in annual sales conference 2009 & 2011.**

**Regional Manager – West region – Traits & Biotech (Sep 07 –Oct 08) Monsanto @ Ahmedabad**

- **Coordination of key sublicenses – ensuring to establish technology provider value & Brand**
- Instrumental in driving the pricing discussion on traits with key Govt Officials and politicians leading all company officials.
- Created the value in mind of sublicensees and adding know how thru market information & ensure business growth.
- **Consistently grown the penetration of technology in Gujarat & MP**

**Regional Manager - North Region - Trait & Biotech (Sep'05 – Sep 07) Monsanto @Bhatinda, Punjab**

- Established the concept of B2B with key companies & sublicenses in 3 states of North region.
- Pivotal in achieving a recorded **exponential growth by 300%** over previous years
- Interfaced with Government to secure permissions for GM Seeds in states like Haryana & Rajasthan
- Focussed on people to be effective thinker to add value to partnering companies

**Territory Manager (Maharashtra) – Seed / Chemicals & Biotech (Jan 02 – Aug'05) Monsanto @ Akola**

- Teamed up with Sub licensee's counterpart to ensure the expected business result.
- Pivotal in achieving exponential growth **Corn (20% growth), Sunflower (100% growth)**
- Actively involved in launching Bt Cotton genetically modified seeds first time in India
- **Nominated as State Coordinator for Maharashtra to be a part of the 16-member team to launch Bt Cotton ie Genetically Modified Seeds in India.**

**As Marketing Executive, Pune - Agriculture Chemicals (Sep'96 – Dec'01) Monsanto @ Pune**

- Involved in conceiving sales strategy for Chemical business in Western Maharashtra.
- Pivotal in establishing new trade channel for the launch of product; led the growth of 80% in consecutive years.
- Steered the elevation of sales volume of Herbicide from scratch to 29 KL.

**Northern Minerals Ltd. Delhi Market Development Officer Jun'95 – Aug'96 @ Yavatmal**

- Accountable for devising Micro level Plans to create demand for products at customer level with a team of 4 Trainee Field Assistant.
- Pivotal in enhancing product sales by 200% over previous year in Cotton Segment.

**ACADEMIA**

1995	PGDMSM	Bharati Vidyapeeth, College Nagpur, Mumbai
1995	M.Sc. (Agriculture)	Dr. P.D. K.V., Akola College of Agri., Nagpur
1993	B.Sc. Agriculture	Dr P.D.K.V AKLOA College of Agri. Nagpur

**PERSONAL VITAE**

Date of Birth : 22<sup>nd</sup> October 1972  
Address : 707 , Global Business Hub , Opp Eon IT park , Kharadi , Pune 414014