

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.
- Upjao – 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 @Banglore

- 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 : 22nd October 1972

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