SEERALA ARVIND KUMAR

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SENIOR MARKETING PROFESSIONAL

CAREER RECITAL

Since Aug’17 – Excel Tube Corporation,Hyderabad, Marketing Manager

Enquiry generation, sending Introduction letters, submitting offers, price negotiations, order finalization, payment follow up for M.S, G.I, Seamless and ERW Pipes of Makes Jindal, Surya, MSL, Mahalakshmi, Pennar, Nezone.

Major customers handled in Sugar Industry are Renuka Sugars, Gayatri Sugars, Trident Sugars, Sarvaraya Sugars etc.

Major customers handled in Cement Industry are Sagar Cements, Rain Cements, JSW Cements, Panyam Cements etc.

Also handled customers in Defence Industry, Transformer Industry, Project customers, Fire fighting customers, Structural fabricators, Pharma customers like Gennex Labs, Vani Pharma, Sreepathi Pharma etc.

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Also handled customer like NCC, Shirdi Sai Electricals, Tata Projects, Mekins, Thermal Systems, Rotodyne, SRR Projects, Gerdau Steels, Blue Ocean Biotech etc

Aug’12 – July’17- 3WM Technologies, Hyderabad, Marketing Manager

Enquiry generation, submitting offers, price negotiations, getting details of competitors, clarifications in technical and commercial matters, order finalization for Tesla make Transformers.

Major customers handled are GVPR Engineers, NCC, IVRCL, Gopikrishna Infra, ECI Engineering and

GKC Projects.

Enquiry generation, giving demonstration, submitting offers, order finalization and payment follow up of Softhard make Motor protection relays.

Major customers handled are in the Pharma, Chemical, Steel, Cement, Metal Fabricators in Andhra and Telangana.

Mar’08 – Jul’12- Kitti Steels Limited, Hyderabad, Marketing Manager

Vendor Registration and Marketing of heavy engineering equipment with clients across Cement, Steel, Power industries & Public sector organizations like DRDL, BHEL & ECIL.

* BHEL, Hyderabad and bagged an order worth Rs. 1.65 Crore
* ECIL and got orders worth Rs. 80 Lakhs.
* Thermax worth Rs. 3.5 Crores.
* Metso Minerals worth Rs. 7 Crores

Mar’05 – Feb’08- Veljan Hydrair Pvt. Ltd., Hyderabad,

DeputyManager(Sales).

Notable Highlights:

Instrumental in handling the entire scope of marketing of products like:

o Hydraulic and Pneumatic Cylinders.

o Air Preparation Units like Filter, Lubricator and Regulator.

o Direction Control Valve and Flow control Valve.

o Pneumatic Equipment.

May’99 to Feb’05 Lawrence & Mayo (India) Pvt. Ltd., Secunderabad,

Sales Executive.

Notable Highlights:

Successfully handled marketing of products like:

o High Range Vacuum Pumps.

o Vacuum Valves, Oils, Grease, Sealing Compound, etc.

o Ion Pump.

o High Purity Chemicals.

o Sputter Coating Unit.

o Etching and Ashing Machines.

o Precision Sawing, Lapping and Polishing machine.

Instrumental in maintaining cordial relations with:

o Defence Organizations like Midhani, DMRL, DRDL, RCI, NFTDC, GAETEC, CPDC, CCCM,

NFC, etc.

o Pharmaceutical and Chemical organizations like Dr. Reddy’s Laboratories, Aurobindo Pharma,

Matrix Laboratories, etc.

Achieved the highest sales of indigenous made vacuum pumps for 3 consecutive years on

all India basis.

PREVIOUS ROLES

Jun’89 to Apr’99 Adam Associates, Chennai - Sales Executive.

Enquiry generation, submitting offers, order finalization, installation and payment collection for Thermic fluid heaters catering to Leather Industries.

Oct’84 to May’89 Toshniwal HYVAC (P) Ltd., Chennai - Sales Engineer.

Preparing quotations for Vacuum Impregnation plant, Resin mixing and casting plant,Installation and Commissioning of plant.

SCHOLASTICS

MBA (Marketing) from IGNOU in 1997.

Diploma in Export & Import Management from Bombay Productivity Council in 1991.

Bachelor of Engineering (Mechanical Engineering) from Government College of Technology, Coimbatore, University of Madras in 1984.

OTHER CREDENTIALS

Course in ERP Module SAP-SD in 2006

TECHNICAL PURVIEW

ERP : SAP R/3 4.7

Platforms : Windows XP/2000

Applications : SAP-SD

Tools : MS Office (Word, Excel) and other MS Applications

PERSONAL DOSSIER

Address : Flat No. 201 (3rd Floor),Raghavendra Residency,

Raghavendra Nagar,(Near Ammuguda Railway Station),

P.O.Sainikpuri ,Secunderabad-500094.

Languages Known : English, Telugu, Tamil and Hindi