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CURRICULUM VITAE

**Career Objective**

Seeking for an opportunity to become an excellent professional by utilizing my skills and abilities to the fullest extent for the benefit of organization as well as for my own career advancement.

***Educational Qualification***

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| --- | --- | --- | --- |
| **QUALIFICATION** | **INSTITUTION** | **UNIVERSITY** | **YEAR OF PASSING** |
| Bachelor of Computer Application (BCA) | Chinmaya Vidyapeet | MG University | 2014 |
| Master of Business Administration(MBA) | CMS Institute of Management Studies | Bharathiar University | 2016 |

**Personal Details**

**Name** : Ananthakrishnan

**Date of Birth :** 19th November 1992

**Address :** “Swathy” No.1/645 Dwarakapuri, Kadamkode

Karingarapully P.O Palakkad 678551 Kerala

***Professional expertise***

* *Role : US IT Resource specialist*

*Company: NewAgeSys, Inc.*

*Duration: June 2016 – January 2017*

***Roles & Responsibilities***

* **Worked extensively for leading Pharmaceutical, IT Companies based at United States.**
* **Deep understanding and hands on experience on different vendor management systems (Wandpro, Beeline, Agile, FieldGlass) and internal database (Dtsearch).**
* **Active with networking and daily updated with Social Medias and posting live requirements for the right fit.**
* *Role : Sales Engineer*

*Region: Kerala*

*Company: ATS ELGI LIMITED (Wholly owned subsidiary company of ELGI Equipment LTD)*

*Duration: March 2017- May 2019*

***Roles & Responsibilities***

* + - **Visiting new and existing clients who could benefit from our products in a designated region.**
    - **Our clients range from major OEM Dealerships such as Maruti , Toyota , Hyundai, Tata, Mahindra, Volkswagen, Skoda, Ford , Audi, Benz, BM**
    - **Establishing new, and maintaining existing, relationships with customer**
    - **Calculating client quotations and submission.**
    - **Negotiating and closing sales by agreeing terms and conditions.**
* *Role : Product Manager*

*Company: ATS ELGI LIMITED (Wholly owned subsidiary company of ELGI Equipment LTD)*

*Duration: May 2019 – November 2019*

***Roles & Responsibilities:***

* **Product manager handling Lifting Equipment vertical pan India**
* **Key Areas - Product management, handling P & L for Lifting Equipment , Responsible for market share increase, Implementing marketing strategies for business growth , Preparation of Sales support or Sales tool to field sales team, New product launch or development (NPL/NPD) by coordinating with R&D team.**
* *Role : Senior Sales Engineer*

*Region: TN & Kerala*

*Company: ATS ELGI LIMITED (Wholly owned subsidiary company of ELGI Equipment LTD)*

*Duration: November 2019 – Present*

***Roles & Responsibilities:***

* **Taking care of Garage Equipment Sales for major OEM PV/CV workshops, Multi-brand workshops, Car spas.**
* **Lead generation through online/website enquiries, OEM visits, regular customer visits, continuous follow ups & closing the deal.**
* **Clientele ranges from major Automobile OEM & NON OEM Customers.**
* **Responsible for Channel sales & Channel sales performance month on month.**

**Achievements**

* Have been elected as Chief Administrative Officer (CAO) under the auspice of MBA Organization named ‘IMPACT’ of CMS Institute of Management Studies during the academic year 2015-16
* Became the Employee of the Quarter (Q4) for FY 2019-20 at ATS ELGi Limited by achieving 5.5 MN sales in this Quarter.
* Became Sales Performer for the month of October 2020 at ATS ELGi Limited.

**Academic Project**

* Have successfully completed the Summer Project in marketing focusing on ‘Analysis of Sales Pattern and Suggest a Dealer Network at Carborundum Universal Limited, Kochi, Kerala during May 2015.

**Area of Specialization in MBA**

* Marketing
* Human Resources

**Overseas Experience** : Visited Malaysia as part of the Industrial Visit of the college (CMS IMS) in February 2015. Industrial visit undertaken at ‘Royal Selangor’ Pewter Factory, Kuala Lumpur.

: Visited Dubai as part of the international exposure program of the alma mater in Feb 2016.

**Declaration**

I do hereby **declare** that above particulars of information and facts stated are true, correct and complete to the best of my knowledge and belief.