

Satish Rachabattula

SALES & BUSINESS DEVELOPMENT PROFESSIONAL

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Achievement-driven professional, targeting senior level assignments in **Sales & Business Development** in the Building Materials (Paints, Cements, Iron, Plumbing & Sanitary Ware) / Electrical / FMCG industries, preferably in Hyderabad / Vizag / Vijayawada/ Bangalore.



PROFILE SUMMARY

- ❖ Currently working as **Leader Business Development with Lixil India Pvt. Ltd.** offering **over 12 years of experience** in **Sales and Business Development** in the Breweries, Paints, Garment Accessories & Sanitary ware industries; managing the regions of Andhra Pradesh, Telangana & Bihar
- ❖ **Developed the strategy & plans for organization's business operations**; conceptualized & developed new business strategies which led to an increase in turnover & profitability of the organization
- ❖ Proven track record of **achieving / exceeding targets, opening new & profitable product /services markets** and setting up business operations in emerging markets
- ❖ **Leader & Organizational Change Agent**, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth
- ❖ Expertise in heading the **Profit Centric Operations** along with managing **strategic relationships, market analysis & expansion, and competency development**
- ❖ Resourceful in **establishing productive, professional relationships with channel partners** and key personnel in govt. accounts and meeting assigned sales targets & strategic objectives
- ❖ Capabilities in all aspects of **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction
- ❖ Team-based management style coupled with the zeal to drive visions into reality and achieve the same through mentoring, training and career planning of team member

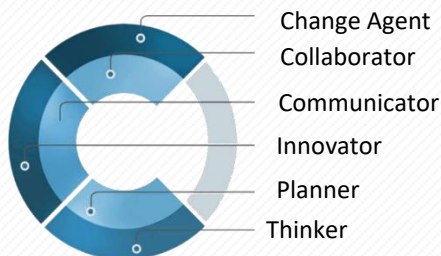


CORE COMPETENCIES

- ▶ Sales & Business Development
- ▶ Strategic Market Positioning
- ▶ New Product Development & Launch
- ▶ Distribution/Channel Management
- ▶ Territory Growth Management
- ▶ ATL/BTL Activities
- ▶ Market & Competitive Analysis
- ▶ Annual Sales Plan
- ▶ Team Leadership & Management



SOFT SKILLS



EDUCATION



MBA (Marketing) from JNTU, Kakinada in 2010



B.Com. from Vidyanjali Degree College, Krishna District in 2007



CAREER TIMELINE



WORK EXPERIENCE

Leader Business Development | Lixil India Pvt. Ltd., Gurgaon | Dec'17 - Present

Growth Path: Dec'17 – May'21 – Business Development Manager | Since Jun'21 – Leader Business Development

Key Result Areas:

- ❖ Managing the states of Telangana & Bihar for SATO division in Lixil India Pvt. Limited
- ❖ Increasing & creating the dealer network for SATO by appointing new distributors
- ❖ Conducting workshops, product trainings, stall activities and so on by planning and executing retailer level and influencer level marketing activities
- ❖ Leading a team of 15 members to cover entire market
- ❖ Steering product complaints and providing solutions for said complaints
- ❖ Meeting customer needs by coordinating and planning product sales
- ❖ Achieving planned Sales targets by implementing strategies
- ❖ Building range image by planning and executing influencer level activities
- ❖ Ensuring conversion of the project leads received by managing them effectively
- ❖ Following the competition activities and tracking market updates
- ❖ Playing a key role in Product Market Fit Program country level for new product development

Significant Accomplishments:

- ❖ Established brand with holistic approach in the assigned states
- ❖ Received approval for the new technology for the Andhra Pradesh Government
- ❖ Acknowledged for submitting the best product development ideas at the New Product Activity

Territory Sales Manager | Madura Coats Pvt. Ltd., Gurgaon | Apr'16 – Dec'17

Key Result Areas:

- ❖ Led a team of 7 members
- ❖ Achieved give monthly, quarterly and yearly targets by planning and driving sales from Salesforce
- ❖ Ensured the maximum utilization of schemes by all the dealer networks
- ❖ Helped the team to achieve organizational & personal growth in both a quantitative & qualitative manner by motivating them
- ❖ Prepared monthly reports by tracking all scheme closings
- ❖ Played a roles as facilitator between Company and Front Level Team
- ❖ Used the sales figures to plan stocks

Significant Accomplishments:

- ❖ Managed the entire Rayalaseema and part of Coastal Andhra regions, consisting of 6 districts
- ❖ Showed a growth of 18% in the year of 2016
- ❖ Managed the successful planning & implementation of all types of primary and secondary sales activities
- ❖ Performed remarkably and aided the depot to win country level prized by growing premium article sales by double digits

PREVIOUS EXPERIENCE

Sales Officer | Asian Paints Ltd., Hyderabad | Sep'12 – Mar'16

Significant Accomplishments:

- ❖ Successfully managed and supervised a dealer network of 75 members
- ❖ Placed 2nd in Royale Aspira Champions league for delivering highest volumes which was regional level contest
- ❖ Proficiently converted supreme dealer stores to Asian Paints signature stores successfully
- ❖ Acknowledged for adding 40 new dealers to the existing network and appreciated for leading a vast dealer network

Territory Sales Executive (Off role) | UB Group, Hyderabad | Aug'10 – Sep'12

Significant Accomplishments:

- ❖ Managed the distribution channel of Draught Beer to Institutions
- ❖ Accomplished the highest sales of Draught Beer in the month of May'12
- ❖ Conferred with **Quick Learner Award** for the year 2010-11

PERSONAL DETAILS

Date of Birth: 10th June 1986

Languages Known: English, Hindi & Telugu

Current Address: Plot No. 7, Road No. 6, Gandhi Nagar South, Vanasthalipuram, Hyderabad, Telangana-500070

Permanent Address: D. No. 1/55 Billapadu, Gudivada Krishna 521301, Andhra Pradesh