

NAGESWARA RAO, LOKA, SATYA, MALLA

Flat no. 504, DVR Sree Balaji Heights, Pragathi Nagar, KPHB Colony, Hyderabad, India.

☎ +91 830961 8307 | ✉ mlsnrao@gmail.com

An Experienced Sales & Business Development Professional.

KEY COMPETENCIES & SKILLS:

- ❖ B2B & B2C Sales.
- ❖ OEM Sales, Industrial Sales, Govt. Sales, PSU Sales, Project Sales, EPC Sales etc.
- ❖ Market Research & Analysis, Forecasting Sales & Budgets and provide periodical MIS reports.
- ❖ Profit & Loss Analysis (P&L Analysis).
- ❖ Customer Retention & Key Account Management.
- ❖ Vendor Registrations & PSUs approvals from Government Sectors like Power, Defence, Water & Irrigation , State Boards etc.
- ❖ Expertise working on Tenders and thorough understanding of Contract Terms & Conditions, Commercial and Tax Regulations in Government & EPC Sale Orders / Contracts .
- ❖ Develop Sales Plan. Prepare forecasts and KPI reporting, planning and governance.
- ❖ Manage RFI / RFP/RFQs and ensure milestones.

INDUSTRY:

- ❖ Industrial Equipment & Machinery (Capital Equipment).
- ❖ Electrical Equipment & Components.
- ❖ Building Products.

PROFESSIONAL SKILLS:

- ❖ Implement Business Growth Strategy by identifying and building up robust sales pipeline to drive sales growth and increase market share.
- ❖ Analyze market information, trends and customer needs and have them reflected in appropriate strategy development.
- ❖ Participate in Techno-Commercial negotiations and getting orders in line with sales targets and profit margin target set by management.
- ❖ Monitoring Branch offices for Sales Growth & recent developments in their respective zones for ongoing & upcoming projects.
- ❖ Responsible for recording, maintaining and analyzing competitor's data and preparing reports.
- ❖ Support Marketing leadership in developing division specific / product range specific marketing initiatives.
- ❖ Analysis of Orders Lost and Price Bid opening details and taking CAPA on monthly basis.
- ❖ Preparation & submission of reports to management like enquiries received, offers submitted, hit ratio analysis of business opportunities.

An Enterprising Leader with Excellent Analytical & Interpersonal Skills.

WORK EXPERIENCE:

- **ESENNAR TRANSFORMERS PVT. LTD. | General Manager – Sales & Business Development (01.05.2021 – Till date)**
- ❖ Leading a team of Sales & Business Development in all major states for expanding Sale Volumes, Customer base & existing customer retention activity.
- ❖ Identifying new business segments & areas, where company has not ventured & capitalization of new, business opportunities.
- ❖ Identifying all ongoing projects & upcoming projects requirements for Power, Distribution & Solar Inverter Transformers. Generating sales through B2B & B2C Sales.
- ❖ Effectively guiding Sales teams & Tenders teams for conversion of enquiries to sales.

- ❖ Frequently reviewing Sales & Collection Plan and ensuring all payments are collected in a time bound manner.
 - ❖ Dealing with upcoming projects & ongoing project requirements for conversion to sales in various industrial segments throughout India.
- **SUDHAKAR POLYMERS PVT. LTD. | Deputy General Manager - Sales & Business Development. (Project Sales). (01.03.2018 – 31.04.2021)**
- ❖ Lead a team, for Sales & Business Development across Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Odisha, Maharashtra and Madhya Pradesh.
 - ❖ Major assignment is Project Sales in Rural Water Supply, Urban Water Supply, Lift Irrigation & Micro-irrigation projects.
 - ❖ Undertook Vendor Empanelment/Vendor Registration processes & Tenders participation, in PSUs.
 - ❖ EPC Sales in Jal Jeevan Mission, Mission Bhagiratha, Mega Lift Irrigation, RWS&S (Rural Water Supply) NRDWP.TWAD Board, KUWS&DB (Urban Water Supply).
 - ❖ Proven business acumen with successful track record in negotiating and closing successful complex deals and driving account growth.
- **GODAVARI POLYMERS PVT. LTD. | Area Business Manager – Institutional, Government Project Sales. (06.04.2010 – 28.02.2018)**
- ❖ Was with Project Sales in Rural Water Supply, Urban Water Supply, Lift Irrigation & Micro-irrigation projects.
 - ❖ Undertaken Vendor Empanelment / Vendor registration processes in PSUs & participated successfully in major tenders.
 - ❖ Executed Major Water Projects for supply of water supply in Institutional & Government Projects across Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Madhya Pradesh States.
 - ❖ EPC Sales in major projects like World Bank Projects, Municipal Corporation Projects for 24x7 Water Supply in Thoothukudi, Coimbatore, Davangere Municipalities etc.
 - ❖ Was expert in Sales & Execution of Water Supply Projects, proposal budgeting and financial tracking skills.
- **TATA BLUESCOPE STEEL LIMITED | Senior Engineer – Sales. (2004 – 2010)**
- ❖ Established Tata BlueScope Steel as a new brand in Pre-engineered Steel Building (PEB) industry.
 - ❖ Played key role in developing Key clientele base and brand development.
 - ❖ Demonstrated track record of winning/establishing strategic relationships with local distributors, customers/partners/ brand owners. Successful sales experience, including holding commercial negotiations within a blue-chip client base.
 - ❖ Expertise in technical /project background and experience in complete project supply & installation.
 - ❖ Some of the major projects executed Thermal Power Plants, Owens Corning Ltd. (Formerly Saint Gobain Vetrotex (India) Limited), Indian Railways, Pilkington Automotive Ltd.etc.,
- **ECOBORD INDUSTRIES LIMITED | Major Accounts Executive. (2001 – 2004)**
- ❖ Appointed Dealer network & Channel partners across Andhra Pradesh.
 - ❖ Strong team player, with ability to achieve results which was reflected after empanelment with CPWD MES, DGS&D, NMDC, HAL, Municipal Corporations etc.
 - ❖ Product specification & empanelment of Pre-laminated Particle Board was done in State Govt. & PSU departments.
 - ❖ Strong B2B & B2C sales experience including complex deals.
 - ❖ Successfully handled Sales & Business Development, Technical support, Techno-commercial activities & Key Account Management.

- **SUGUNA INDUSTRIAL CORPORATION| Marketing Officer – Technical. (1996 – 2001)**
 - ❖ Started career in Sales & Marketing of critical industrial lining products ie., Acid proof lining & Carbon lining products for Fertiliser Plants & Petroleum Refineries (Carbon Raschig Rings).
 - ❖ Good Knowledge on application of lining works for resistance of corrosion on metals.
 - ❖ Instrumental in getting approvals from Engineers India Limited (EIL), UDHE India, etc.
 - ❖ Key onsite projects completed were Paradeep Phosphates Ltd, Coromandel Fertilisers Limited (Vizag), Hindustan Lever Limited (HLL Haldia), SPIC(Tuticorn), GFCL(Vadodara), HPCL GFCL (Gujarat Fertilizers & Chemicals Ltd.) etc.

 - **SEMINARS, EXHIBITIONS / TRADE FAIRS & TRAININGS:**
 - ❖ Organized Seminars & Trainings sessions for Private & Govt. PSUs for Pre-engineered Steel Buildings (PEBs) namely CPWD, MES, HPCL, Indian Navy, Indian Railways etc.
 - ❖ Held Water Infrastructure & Technical Seminars on building products like, Pre-laminated Particle Boards, HDPE Pipes, PVC Pipes, UGD Pipes etc, across various State Government Departments namely Rural Water Supply, Public Health Engineering Departments, State Water Boards etc.

 - **EDUCATION QUALIFICATION:**
 - ❖ Bachelors Degree in Science (BSc) Mathematics, Physics & Chemistry) from Andhra University in 1996.
 - ❖ Post graduate Diploma Course in Export Management from ‘The Institute of Export Management, Calcutta’, in 1996.

 - **OTHER SKILLS:** Strong knowledge of Microsoft Office products including Word, Excel, PowerPoint and Outlook. Knowledge in SAP ERP.

 - **PERSONAL DETAILS:**
 - ❖ Date of Birth: 27th March, 1974.
 - ❖ Marital Status: Married
 - ❖ Languages Fluent: English, Hindi & Telugu.
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