



V.S. RAMACHANDRAN

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OBJECTIVE

Seeking assignments in Marketing and Product Promotions with an organization of high repute, preferably in manufacturing sector in Coimbatore and Madurai

PROFILE SUMMARY

- Nearly 19 years of experience in Marketing and Product Promotions across diverse sectors viz. Paper, Steel, Automobile, Textile, Exports Garments, Sugar, Chemical, Manufacturing, etc.
- Resourceful in managing overall profitability of operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives
- Adept in organizing promotional activities and escalating business & market coverage
- Strong marketing acumen with abilities in effectively implementing marketing procedures and guidelines
- Proficient in development of marketing communications plans along with maintenance of brand standards
- Holds merit for promoting products such as weighbridges, copy printers and photo copiers across the entire Tamil Nadu
- Extremely efficient in handling entire gamut of communications aimed at creating favorable starting points with entities on which an organization depends

ORGANIZATIONAL EXPERIENCE

July 2019 to till date	: Advanced clothing concepts as Regional business Manager
October 2018 To July 2019	: Saraogi Clothing Company as Business Development Manager
March 2017 to October 2018	: Cross Fields Water Purifiers (p) Ltd as Branch Manager
March 2016 to March 2017	: A&T Video Networks (p) Ltd as Customer Experience Manager
March 2014- Jan 2015	: Giri Brothers (p) Ltd as Sales Manager
June 2002-Feb2014	: Essae Digitronics (Pvt.) Ltd., as Business Development Manager
Dec'1995 -Apr'2002	: Ricoh Gestetner India Ltd, as Sales Manager

KEY RESULT AREAS:

- Driving sales initiatives & achieving desired targets with overall responsibility of exploring marketing avenues to build consumer preference
- Formulating & implementing strategies / policies and reaching out to unexplored market segments / customer groups
- Creating initiatives, designing & planning events for increasing sales drive
- Generating & developing business from new accounts to achieve consistent profitability
- Identifying & networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share
- Maximising customer satisfaction matrices by providing pre & post sale assistance and achieving delivery and quality norms

ACCOMPLISHMENTS:

Advanced Clothing Concepts as Regional Sales Manager

- To Market the Uniforms Products to all major Industrial Groups, Service Segments, Hospitals and colleges
- Organize the association meetings and product exhibition across south Tamil nadu

SKILL SET



Business
Development



Sales & Marketing



Product Promotions

BRANDS ASSOCIATED WITH



**Ricoh
Gestetner India
Ltd**



Cross Fields Water Purifiers (p) Ltd as. Branch Manager

- To Market Water Purifiers and Treatment plants Systems to Big Industries, colleges and schools and all govt Institutions.
- Manage the sales & Service Team to set goals for them and control the branch activities For south Tamil nadu. Manage the Dealer team for marketing and for Customer Service for South Tamil Nadu

At Essae Digitronics (Pvt.) Ltd., as Business Development Manager

- Supervising marketing of weighbridges & weighing products through direct marketing
- Organizing exhibition, seminars and mass presentations
- Guiding a team of 2 Engineers and handling sales & service operations

At Ricoh Gestetner India Ltd., as Marketing Executive

- Handled marketing of duplicating machines, printers, Photo copiers & copy printers through direct marketing and dealer networks
- Organizing exhibition, seminars and mass presentations, participating govt tenders
- Contact All schools, colleges and Universities for market copy printers and copiers

EDUCATION

1990	Diploma in Textile Technology From Gomati Ambal Polytechnic Sankarankoil, (Manonmaniam Sundaranar University, (Tirunelveli) not completed
1987	SSLC Passed – 10 th

PERSONAL DETAILS

Date of Birth: 20th Oct'1970
Languages Known: Tamil & English

ACCOLADES

