**M.BALAJI**

**S/O S.MAHASINGH**

**18/c, ka, mamanathal road,**

**Kallakurichi- 606202**

**villupuram dist , Email- ID: mahabalaji82@gmail.com**

**Tamilnadu Cell No: 9489229022**

Executive Summary:

* MBA in Marketing with 2.5 years of experience in Corporate Sales, Marketing, Channel Sales and Business Development.
* Handled Dealers and Corporate Sales Successfully.
* Worked with Murudeswar Ceramics as a Sales Manager and increased Sales from Corporate Clients and dealers.
* Increased Sales of Products by 23% through Channel Sales and Corporate Sales.
* Awarded as 4.5 STAR for increasing Sales by 20%.

Summary of work and strengths:

A result oriented professional with over 14 years of extensive experience in production of FLOOR & WALL tiles and conducting raw materials analysis & developing colours & Bodies. Adept at handling process inspection, quality control of the products manufactured.Effectively planning and executing the projects as per design and user requirements.

# Professional Experience:

**Organizations: Murudeswar Ceramics (Tiles pvt ltd.)**

Duration: Nov 2021 to till date.

Designation: AREA SALES MANAGER, SALEM (TN)

**Organizations: PUPA Group Of Companies (Home Care, Chemicals )**

Duration: January 2019 to Oct 2021.

Designation: AREA SALES MANAGER, SALEM

**Organizations: Sunheart Tiles (India) Chennai, India (Projects + Dealers)**

Duration: July 2017 to January 2019

Designation: Sr. Executive project TamilNadu,

**Organizations**: **Kajaria Tiles (India)** morbi, Gujarat , India (Manufacturer of tiles)

Duration: May 2017 to October 2017

Designation: Executive (Quality).

**Organizations:** **Commom Wealth Clay (India)** Mangalore , India (Manufacturer of tiles)

Duration: July 2011 to October 2017

Designation: Asst. Engineer (production & Quality).

**Organization**: **Regma ceramic (I) limited, Pondicherry, India** (Glazed Floor Tile manufacturer)

Duration: July 2007 to June 2011

Designation: Junior Engineer. (Process controller /final inspection)

**RESPONSIBLITIES: Channel Sales**

* Handling Channel sales in the assigned areas.
* Currently handling 8 districts including Salem Market.
* Handling 8 Distributors and 120 Retail outlets in the assigned areas.
* Handling a team of 8 BDE, 4 AO.
* Responsible for primary and secondary sales.
* Responsible for Business expansion by appointing new distributors and retailers.
* Achieving Monthly Turnover of 32 Lakhs.
* Reporting to the Sales Head.

Responsibilities:

To take full responsibility of the quality and product that is produced within the shift in line with the company’s quality system, processes and procedure.

To take full responsibility of the shift in terms of management of staff, management of production and quality targets and ensure the smooth running of the production process.

Monitor, measure and report on production related process performance, general issue.

Manage, develop and motivate direct reporting staff.

To ensure good communication is given either verbally or written to all members of staff.

To ensure that Health and safety rules and regulation are adhered to during shift and all matters relating to this are dealt with using the resources within the company in line with the companies health and safety policy.

Problem solving and trouble shooting skills are used to ensure that all team members can identify root cause and take fast effective action to resolve the problem.

To ensure that the training skills are met for current and future demands of the shift

To have an active role in the companies continuous improvement plan to achieve plans for future growth within the company.

Maintain housekeeping standards to ensure a clean and safe workplace.

Be able to make appropriate decisions while following the companies organizational structure

Maintaining high level of timekeeping is of the essence.

Duties and Responsibilities in Process control.

Material or customer items according to job order.

Perform in process inspection according to procedures and customer specification.

Prepare test procedure whenever needed.

To identify and maintain record of activities within the laboratory.

Analysis production problem and defect and make technical reports for process improvement

Responsible for the collection of data, identification and troubleshooting of process and product non-conformance and deviation from established standards.

Supervise and train QA/QC auditors and technicians for their process control inspection in work in-process, finished goods and final products.

Assist in the evaluation, monitoring, implementation of corrective and preventive action where non-conformance was identified.

# Educational Summary

* **Diploma in Ceramic Technology** **(First class)**

Institute of Ceramic Technology, DOTE (Tamilnadu) in the year 2002

* **B- Tech chemical Engineering, (First class)**

Annai Teresa College of engineering, Thirunavallur

(Affiliated to Anna University)

* **M.B.A marketing (periyar university) Pursuing**

# PERSONEL INFORMATION

Father’s name : Balaji.M

Languages known : English and Tamil (write, read & speak)

Date of birth : 07 July 1982

Marital status : Married

Notice period : Minimum 30 days

Nationality : Indian

**DECLARATION:**

I hereby declare that all the particulars given above are true to the best of my knowledge.

M.BALAJI