



K Mohanraj

Experience Summary

Distribution Lead	Hindustan Coca - Cola Beverages Pvt Ltd Coimbatore Tamilnadu Mar 2015 – Present
Area Sales Lead	Sun Direct Pvt Ltd Coimbatore Tamilnadu Nov 2012 - Feb 2015
Team leader	Unitech Wireless Pvt Ltd Coimbatore Tamilnadu Dec 2009 - Oct 2012
Territory Sales Executive	Tata Tele Services Ltd Coimbatore, Tamilnadu Oct 2006 - Dec 2009
Rural Sales Promoter	Hindustan Lever Ltd Coimbatore, Tamilnadu Aug 2001 - Oct 2006

Education Summary

Bachelor Of Commerce	Madurai Kamaraj University
State Board Of Higher Secondary	Madurai Meenakshi Matriculation Hr.Sec. School
State Board Of Secondary	Madurai Meenakshi Matriculation Hr.Sec. School

Functional forte

- Sales Operations
- Distribution Management
- Large Team Management
- Implementation & Execution
- Retail Sales & Operations
- Business Rollout & Setup
- Marketing Intelligence

Name

K Mohanraj

Born

21 March 1980

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Current Role

Distribution Lead



Key Skills

- Sales & Marketing
- Distribution Management
- Retail Operations
- People Management

Excellency

- A keen learner with realistic approach
- An adept facilitator and negotiator
- Multitasking ability under demanding times
- Belief in details of approach
- Versatile in relationship skills & co ordination

Interests



Languages

- **Read & Write**
Tamil & English
- **Speak**
Tamil & English

Professional Summary

Distribution Lead at Hindustan Coca - Cola Beverages Pvt Ltd

- Responsible for Primary Sales for the assigned Market.
- Responsible for the Distributor Appointment
- Ensuring RDs Infra/Manpower
- Coordination with Depot for seamless Order Processing
- Ensuring RDs' Visit Schedule & Beat Plan
- Ensuring Timely Delivery of SOs to the Retailers

Area Sales Lead at Sun Direct Pvt Ltd

- Responsible for new STORE ROLL-OUT
- Responsible for day to day store operation.
- Setting up targets for each store, for day/week.
- Achieving both Value & Volume Targets.
- Responsible for store profitability.

Team leader at Unitech Wireless Pvt Ltd

- Handled Modern Trade outlets and distributors.
- Handled 11 FOFO's in Coimbatore Zone
- Responsible for Primary & Secondary Stocks.
- Responsible for Net Ads & Recharge business.
- CAF Management.
- Responsible for DAO & DRO.
- Responsible for the Activities like Road Shows etc.

Territory Sales Executive at Tata Teleservices Ltd

- Responsible for the prepaid distribution in the assigned territory.
- Responsible for Activation targets.
- Achieving primary and secondary targets of handsets, EC & RCVs.
- Conducting road shows, exchange melas and promotional activities.
- Ensuring Visibility and Merchandising.

Rural Sales Promoter at Hindustan lever Ltd

- Managing 2 Distributors to achieve their Secondary targets
- Constantly motivating a team of distributors' salesmen to achieve their Targets.
- Setting up targets for each distributor, each salesman for day/week.
- Achieving both Value & Volume Targets.
- Ensuring Visibility of the products.

Career Highlights

- Awarded as a Best RSP in Coimbatore region at HLL
- Achieved the highest activations in month of June, July & August 2007, at Tata Tele services
- Won Blue Knight award at UNINOR for the highest activations in the month of Oct'2010
- Promoted as Distribution Lead in July'17