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PROFESSIONAL SYNOPSIS: Sales professional with multi sales and operational exposure in setting up sales, systems and processes to enhance delivery of business results through people.

Brief summary of work experience:

FMCG/Consumer:	
Real Value Marketing Services	: 1993-1997
Vidyuth Metallics Limited	: 1997-1998
Heinz India Private Limited	: 1998-2001
Vadilal Milk Products Limited	: 2001-2004
Cavinkare Private Ltd	: 2004-2007
Ravi Foods Pvt Ltd (DUKES)	: 2014-2015
Gaawthamifoodpro pvt ltd	: 2015 - 2017
Global consumer products pvt ltd	: 2017- Present

Telecom: Reliance Communications Limited	: 2007-2014
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CORE COMPETENCIES

Business Development/ Strategic Planning

- Finalizing targets, delivery through people with overall responsibility of businessROI responsibility.
 - Explore new innovations for business growth through cost effective mechanism.
 - Explore marketing avenues and build consumer preference.
 - Team delivery to achieve set goals - punctuality and discipline.
 - Formulating strategies - long and short term, Identifying new streams for revenue growth.
 - Regular market feedback to the marketing team by monitoring competitor's activities.
 - Analysis of market trends, sales performance and parameters.
 - Launch plans, sales from activities,Formulating MIS reports.
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People Management

- Believe in the dictum **PEOPLE MAKE THE DIFFERENCE**
 - Building successful teams across all functions and training them to deliver highest productive norms in industry.
 - Monitoring competency grids and identify training needs for skill / competency up gradation
 - Nurturing future leaders and talent.
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ORGANIZATIONAL EXPERIENCE (from the origin of journey)

Career History, Specific Roles, Responsibilities, Key Accomplishments:

FMCG/Consumer: 1996- 2007

- Have been associated with established FMCG organizations as ASM also part of start-ups with team sizes of 8-12.
- Have been succeeded with many new launches and reached high market shares from 10 - 14%.

1. Real Value Marketing Services Ltd:

- *Sales Executive - Bangalore (Jun1993 to Sept1994)*
- *Sales Executive - Bangalore (May1996 to Apr1997)*

Key Accomplishments:

- Managed and explored all business opportunities for fire protection systems in entire territory.
- Key role in successful Launch of new product (smoke detectors first of its kind).

Rewards& Recognition:

- Acclaimed as No1 for consequent 6 months for new product launch of Smoke Detectors in 1997.

2. Vidyuth Metallica Ltd(Malhotra family) May1997 to November 1998:

- **Marketing Executive (May1997 to November 1998)**

Key Accomplishments:

- *Set up the entire operations, Sales & Distribution network, Coverage across Hyderabad, Vijayawada and Vizag areas.*
- *Expanded the width and depth of products in the market through proper distribution systems.*

Rewards & Recognition:

- Played vital role in market reach and distribution in three areas.

3. Heinz India Private Limited (December 1998 to October 2001):

- *Joined as Sales representative - Hyderabad (December 1998 -January2000) promoted as sales officer.*

Key Accomplishments:

- Successfully handled the Distribution system well and took territory to high levels in all aspects.
- Key role in successful launch of new product launches (Tomato ketchup, biscuits etc).

Rewards & Recognition:

- Best Sales Officer award in 1999

4. Vadilal Milk Products Ltd November2001 to March 2004:

- *Sr.Area Sales Manager (Andhra Pradesh).*

Key Accomplishments:

- *Developed distribution systems - this resulted in sales increase from Rs1.3 cr / annum to Rs 2.7 cr / annum.*

5. Cavinkare Private Limited March 2004 to November 2007:

- *Area Sales Manager (Hyderabad, Vijayawada).*

Key Accomplishments:

- *Started the operations in coastal Andhra Pradesh. Developed revenue from 0 to 75 lacs per month by coaching and training a small team of 6.*
- *Expanded distribution reach in rural markets, by developing the hawkers channel distribution in coastal Andhra Pradesh. This initiative, a first of its kind at Cavin Kare was later replicated across the country.*

Telecom Sector: 2007- 2014

- All-round experience managing each of channel verticals, Prepaid, Postpaid & Retail business. Have been promoted from Sales Head to Cluster Head /Circle retail head role

6. Reliance Communications November 2007 to June 2014:

Roles handled:

❖ Outbound Head :

Handled the outbound business for postpaid business for CDMA and GSM ROAP. (April 2011 to June 2014) Responsible for training, development of business models and people in Tirupathi, Vizag and Warangal clusters, with employee strength of 120 and 60 DSA's.

- Handling both CDMA, GSM sales through DST and DSA's across the circles.
- Responsible for existing franchisee profitability roll out as well as new recruitment.
- Taking care of postpaid, HSD sales, primaries and revenues as well as handsets primaries and secondaries.
- Providing training solutions time to time to the DST team for effective customer service and for better sales pitching.

❖ Retail Circle Head-Vijayawada Circle - (April 2010 to Mar 2011)

Responsible for training, development of business models and people in Vizag and Warangal clusters, with employee strength of 250.

- Handling both CDMA, GSM sales through Reliance web World, RMS and FOFO'S across the circle.
- Responsible for existing franchisee profitability roll out as well as new recruitment.
- Taking care of prepaid, postpaid, HSD sales, primaries and revenues as well as handsets primaries and secondaries.
- Providing training solutions time to time to the store level team for effective customer service and for better sales pitching.

Key Accomplishments:

- Had launched HSD in 13 locations successfully spread across circle.
- Had shown incremental growth in postpaid acquisitions, HSD sales and in handset primaries as well revenues.
- Stood first in entire PAN India thrice for best CSAT circle score and HSD postpaid acquisitions.
- ❖ **Cluster Head-Vizag** (April 2009-March 2010) -Lead a team of 60 and responsible for their performance, deliverables & annual appraisals.
- ❖ **Sales Head- Public Calling Business, Vijayawada** - (November 2007 - April 2009) responsible for training, development of business models and people with employee strength of 12.

Key Accomplishments:

- Driving a shift in business approach from B2B to B2C in PCO/Vijayawada area through migration of 16 KHZ and by launching promotional activities in PCO business.
- Driving importance of low utilization towers with innovative activities.
- Tripled outlet coverage by driving innovative approach.

7.Ravi Foods Pvt Ltd (DUKES) June 2014 to Oct 2015

- Regional sales manager(Andhra Pradesh and Telangana)

Responsible for overall business for 2 states. Streamlining the systems and distribution with proper standard operation systems in General trade and Modern trade with the turnover of 36cr.

8.Gaawthami foodpro Pvt Ltd (MADHURAMS) Oct 2015 to June 2017

- General manager

Responsible for overall business for 2 states. Streamlining the systems and distribution with proper standard operation systems in General trade and Modern trade, Chain of Outlets with the turnover of 6cr.

9.Global consumer products Pvt Ltd (LUV IT) Oct 2017 to Present

- Area business manager

Responsible for overall business for Telangana. Implementing the systems and distribution with proper standard operation systems in General trade with the turnover of 6cr.

EDUCATION

1996	Masters in Management from Sri Krishna Devaraya University, Ananthapur.
1993	B.SC from Sri Krishna Devaraya University, Ananthapur

Languages	: English, Hindi, Telugu, Kannada & Tamil
Date of Birth	: 7 th January, 1972
Marital Details	: Married with Two daughters
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I am eager to have detailed discussion during the interview

CTC: can be shared at the time of discussion.

(Pramod Kumar.K.S)