

Nagaraj K

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Location: BG.2, New No. 12, Old No. 43 GURU SRINIVAS, 19th Street, Nanganallur, Chennai – 600 061.

SYNOPSIS

- Dedicated professional with over 19 years of experience in Sales, Operations and marketing management.
- More than 13 years of impressive accomplishment in newspaper industry and 5 years in pharma industry and one year in Electric Vehicle industry.
- Self-starting, goal-oriented sales management professional whose extensive experience has promoted success for a high-quality company.
- Maintained cordial relationship with school heads and ensured revenue of 55 lakhs for different products of THG PUBLISHING from South Chennai.
- Handled a team of 5 Team Leaders and 50 Customer relationship officers and oversaw sales and distribution related activities in my assigned territory for THE HINDU TAMIL Launch.
- Proven success in establishing and maintaining a loyal customer base. Consistently honored for exceeding sales and service expectations in Media field.
- Handled Major district headquarters like Madurai, Tirunelveli, Nagercoil in Pharma Sector and Thanjavur, Cuddalore, Pondy, Nagapattinam districts in Newspaper Industry.

CAREER PROGRESSION

AVIO MOTOCORP PRIVATE LIMITED

www.aviomotocorp.com

Sales and Operations Head | Dec2020 –
till date

- Conducted market research and appointed dealers in Odisha, Chennai, Salem, Dharmapuri and Tirupur areas for 2 and 3 wheeler Segment.
- Negotiate with Vendors, importers, Company executives for purchasing spare parts for 2 and 3 wheelers segments.
- Co – ordinate with Sales team on day to day basis and ensure Sales targets are reached with payments collection done on time.
- Ensure day to day operations are done smoothly by checking attendance, task register and daily call plans of all employees.
- Liaisoning with Government officials for getting State Transport Approvals, Trade certificate from RTO and GST related issues.
- Co-ordinate with auditors for GST filing, billing issues and Income tax related services.



The Hindu

Assistant Manager | Sep 2018 – Aug 2020

- Provide sales support and maintain large key accounts in Institution segments. Coordinate and resolve customer related problems for the entire customer base.
- Managed a database of 225 schools in South Chennai, Chengalpet and Kanchipuram Districts and ensure Sales Volumes are achieved periodically.
- Managed a team of Reader relationship executives and provide sales training and guidance for them to achieve their targets.
- Analyse sales growth month after month and determine appropriate actions to respond to volume.
- Identifies prospects and develops sales strategies to secure new business. This may include sales calls, competitive analysis, coordination of presentations and proposals, in-office demonstrations,

direct mail campaigns, and follow up activity coordinated within that plan/approach.

- Identify competitive opportunities and develop strategies with my immediate superior. Assist him in identifying new vendors, managing relationships, negotiating contracts, assigning jobs and ensuring payments are collected.
- Conducted various events like chess, Painting and Quiz, etc., for school students and obtained revenue of 15 lakhs with my team from various clients.
- Ensured revenue of 55 lakhs from schools' segment by procuring orders for various products of THE HINDU group.
- Coordination with other cross functional departments like Publication, Corporate, Despatch team and MIS team for conducting trade fairs and exhibitions.
- Identified 18 new schools in my territory and ensured a business of 15 lakhs for The Hindu in school subscriptions during the academic year 2019-20.



Miles Ahead Tech Private Ltd
Sales Head - TN
May 2018-August 2018

- Appointed 3 new JENEXT CAREER CENTRE franchise across Chennai region within a short span of time.
- Commenced operations by opening new offices for JENEXT CAREER CENTRE at Anna nagar, Guindy and Perambur areas in Chennai.
- Managing the presentation, selection, offer, negotiation, closing, and administrative components involved in full lifecycle recruiting.
- Creatively sourcing diverse, high-caliber candidates by maximizing internet resources, cold calling, social media, referrals and networking.
- Appointed Business Partners on commission basis for promoting Jenext Job Cards and Employer cards in various districts of Tamilnadu.
- Researching and participating in a variety of recruiting activities including forming relationships with local community organizations, schools, chambers and colleges, planning and directing on-site and off-site open houses, arranging and attending a variety of career fairs, strategically placing advertising for maximized results, and developing and implementing tracking systems to monitor effectiveness of various recruiting activities.



Malayala Manorama

Assistant Manager | Dec 2014 – Apr 2018

- Ideated and executed promotions for 'THE WEEK' magazine by collaborating with the PSU and corporates to achieve the sales target.
- Exceeded the expected revenue sales figures of Rs.1.2 crores for 'THE WEEK' magazine and other publications through strategic marketing and customer meeting.
- Create and deliver motivational emails, brochures, newsletters, and other publications of the company to improve sales.
- Coordinate with relevant departments, schools, colleges, Institutions and major corporates for getting bulk orders.
- Appointing Business partners in each district for promoting subscriptions and motivate them to

achieve their incentives month after month.

- Managed a team of 4 merchandisers to ensure branding activities, sales promotion activities and Vendor related schemes.
- Retail Branding and Sales promotion activities of all group magazines of Malayala Manorama.
- Budgeting and approvals for all events, promotions, and visual merchandising of all Malayala Manorama publications.
- Database management of all clients and devising marketing strategies for enhanced sales.
- Ensure Book Fair and exhibitions for publications are done periodically by co ordination with internal departments for smooth functioning.
- Directly reporting to Deputy General Manager – Tamilnadu Region and assist him for all strategies relating to Sales and Marketing activities.



The Hindu

Sales Executive | Jul 2010 – Dec 2014

Senior Sales Officer | Jul 2008 – Jun 2010

Sales Officer | Mar 2007 – Jun 2008

Sales Executive

- Accountable for the overall revenue achievement of Rs.4crores Sales target in the core city territory.
- Successfully launched THE HINDU TAMIL EDITION in core territory like Adyar, Tiruvanmiyur, ECR and OMR areas of Chennai.
- Managed a team of 5 team Leaders and 50 reader relationship executives for sales promotion activities in South Chennai Market.
- Responsible for the optimum customer coverage and, product promotion and providing feedback to the company on regular intervals.
- Ensuring of proper distribution of newspapers to the tune of 40000 copies of THE HINDU Tamil and English in the territory.
- Driving the business associates thru out the season to increase of reach in the market to its maximum level.
- Handled major volume of our publications in core city areas like Adyar, Mylapore, RA Puram, Tiruvanmiyur and OMR areas.
- Coordinated with school and college heads in OMR and ECR areas for getting copies for School edition and business Line newspapers during the tenure.

Senior Sales Officer (July 2008 – June 2010)

- Special campaign done on sub-urban markets to ensure our stupendous growth and high penetration level.
- Identified new distribution points in suburban markets and taken care of unrepresented areas in the core city area and outstation areas.
- Handled a team of 10 development canvassers to promote our brands on a regular basis in residential area and companies.

Sales Officer (March 2007 – June 2008)

- Accountable in maximizing our sales in the given territory of North Arcot District and Sub Urban markets.
- Penetration of new markets in the unrepresented areas of Chennai and Vellore, Tiruvannamalai

districts for appointing distributors. Enrolled 10 new colleges in Business Line Club scheme and conducted events for college students.

- Collection of dues from newsagents, Schools and colleges and ensured nil balance for the stocks sent from distribution points.
- Enrolled 20 new schools for a volume of 5000 copies in a single academic year for Newspaper in Education programme and conducted activities for schools in Chennai and North Arcot area.



Ordain Health Care Private Limited

Area Sales Manager | April 2003 – Dec 2006

Sales Officer Sept 2001 to Mar 2003

- In charge of overall sales volume for the territory in terms of meeting the sales target of all products, Managing distributors, managing Clients and ensure major Retail visits for promotion.
- Responsible for recruiting, inducting and providing on the job training to new sales officers.
- Implement new initiatives in retailing and new customer acquisition monthly for generating volume.
- Manage Sales Officers by setting Objectives and motivating them to achieve their weekly and monthly targets are achieved. Responsible for handling customer complaints.
- Elevated as an Areas Manager within a short period handling important areas of Chennai region.
- Achieved a record figure of 4 lakhs during my tenure as Area Sales Manager.
- Achieved growth rate of 50% in Chennai region within a short period.

QUALIFICATIONS

- **Master's Degree** in Human Resources Management, Pondicherry University, 2006
- **Bachelor's Degree** in Business Administration, University of Madras, 2001

ADDITIONAL INFORMATION

Date of Birth	▪ 06 th December 1980
Nationality	▪ Indian
Language	▪ Marathi, Tamil and English
Marital Status	▪ Married
Current CTC	10 Lacs

REFERENCES AVAILABLE ON REQUEST

DATE

SIGNATURE

CHENNAI

(NAGARAJ K)