

**N. THIRUMALAIRAJA**

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Well – rounded Sales manager with wide-ranging experience in corporate strategy, marketing and operation.

Extensive operational experience in improving distribution, development of trade channels, Team negotiation, category management implementation which require excellent customer relationship as well as project management.

**Objective:**

A position that allows me to be motivated, to learn and take on challenging assignments. I look forward to use my creative talents, knowledge and experience for the company's growth and self-identity in the organization.

**Educational Qualifications:**

**MBA.** Marketing Management  
Annamalai University – Chidambaram. 2014 – 2016

**B.Sc.** (Chemistry)  
Aringar Anna Govt Arts College-Villupuram,  
Madras University 1994 – 1997

**D.T. Ed**, (Diploma in Teacher Education)  
[DIET-Kothagiri] 2002 – 2004

## **Work Experience:**

**1.**



Organisation : KBS Hi Tech Cement Pvt Ltd.

Designation : Marketing Head

Duration : Nov 1<sup>st</sup> 2020 Onwards

### **Roles and responsibilities**

- Handling Sale Team and Dealers
- District wise appointment potential distributors and dealers.
- Establishing, Maintaining and expanding the territory by increasing the Retail sales.
- Developing Sales Strategies and Setting targets.
- Increasing business opportunities through various routes to market.

**2.**



Organisation : Rain Cements Limited. (Priya Cement)

Designation : Deputy Manager – Sales.

Duration : May 2<sup>nd</sup> 2018 to Oct 30<sup>th</sup> 2020

### **Roles and responsibilities.**

- Establishing, Maintaining and expanding the territory by increasing the sales.
- Developing Sales Strategies and Setting targets.
- Increasing business opportunities through various routes to market.
- Setting sales targets for individual and team.
- Monitoring sales team performance, and Motivating team to reach targets.
- Keeping up to date with products and competitor Activities.
- Maintaining a nil outstanding for all the dealers.

## **Achievements:**

- Appointed 13 New Dealers with the company.
- Increased sales to 1300MTS from 99 MTS. This is a self-initiative to have the Mangadu area (Central Chennai) under my direct control to improvise and brand promoting.
- 100% cash and carry business.
- All dealers are active and carrying out business successfully with the minimum tonnage of 30 MTS.
- Area development is key and excellent rapport maintenance with the dealers. Ensuring my brand is most preferred than other brands.

**3.**



Organisation : THE HINDU (English & Tami Daily News Paper)

Designation : Asst Regional Manager (GROUP HEAD)

Duration : 10.09 Years (25<sup>th</sup> July 2007 to April 31<sup>st</sup> 2018)

### **Roles and responsibilities.**

Handled a team of 6 Sales Officers and 30 development Canvassers for Monitoring the sales on a day-to-day basis. To identify new corporate and acquire them for enlisting for our products.

### **Notable Achievements:**

- 7.5 Lakhs sponsorship copies with various clients.
- Subscription of 1500 copies of Frontline from IAS Aspirants.

**4.**



Organisation : Business Standard Ltd (Business Daily News Papers)

Designation : Executive - Market Development

Duration : 1<sup>st</sup> Sep 2006 to 24<sup>th</sup> July 2007.

**Achievement:** Distribution of 1000 copies per day at Airport Check in counter for one year sponsored by Overnight Express Courier.

5.



Organisation : The New Indian Express Group (Daily News Papers)

Designation : Circulation Executive

Duration : 2.7 Years [10<sup>th</sup> Feb 2004 to 31<sup>st</sup> Aug 2006]

6.



Organisation : Aircel Cellular Limited – Villupuram

Designation : Sales Executive [**Best Performer Award Winner**]

Duration : 1.11 Years [10<sup>th</sup> July 2000 to 28<sup>th</sup> May 2002]

### **Roles and responsibilities.**

Self-motivated, to analyse the requirements of the customer and catering as per their needs. Achieving the given territory targets for sales. Analyses sales and methods of Marketing and distribution. Target based performances System was followed 100% and helped to achieve targets at all times.

7.

### **Page Me**

Organisation : Pun wire Mobile Communication Limited- Cuddalore

Designation : Sr. Sales Officer

Duration : 1.8 Years [1<sup>st</sup> November 1998 to 15<sup>th</sup> June 2000]

### **Strength**

- Written & Verbal Communication Skills
- Disciplined & Self Motivated
- Reasoning Ability / Analytical Skills
- Flexibility & Commitment

**Technical Skills:** Diploma in Computerised Office Automation

**Other Competitive Exposure:**

- Successfully completed “Advanced English Course” Conducted by British Council in the year 2013.

**Personal Details:**

Current CTC : 12 Lakhs  
Language Known : To Read, Write & Speak: Tamil & English  
Gender/Marital Status : Male/Married  
Date of Birth : 24.05.1975  
Nationality / Religion : Indian / Hindu  
Address : Plot No.13, 2<sup>nd</sup> Floor, Main Road,  
Secretariat Colony, Lakshmipuram,  
Retteri, Kolathur, Chennai – 600 099.

Place: Chennai

Signature

Date:

**N. THIRUMALAIRAJA**