

Yaswanth Varma Sammeta 30 Years, Male

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About Me

Professional with expertise in Sales & Distribution, Strategic Planning and Business Process Re-engineering having hands-on experience in Operations and Excellence. People recognize me as Customer focused, Vision driven and Team player, who can always be trusted to come up with a new approach to handle day to day business activities.

EDUCATIONAL QUALIFICATIONS

PGDM (General Management)	Indian Institute of Management Indore	2014
B.Tech (Electrical & Electronics)	Jawaharlal Nehru Technical University	69.0% 2012
12 th Standard – HSC Andhra Pradesh	- 90.5%	2008
10 th Standard – SSC Andhra Pradesh	- 76.5%	2006

PROFESSIONAL EXPERIENCE

Daiki Group - Chennai	Senior Manager – Business and Commercial	Apr,20 – till date
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- Responsible for new business planning, acquisition, and retention. Achieved monthly sales from **INR 0 to 50 Cr in 1 year**.
- Accountable for Raw material cost control and manage product pricing trend and responsible for P&L and additional revenue
- Track competitor pricing & discount patterns for pricing strategies and **maximised profit margins by 3% & market share by 11%**
- Monitor Implementation of process operations & compliance systems and **guide sales, logistics and Warehouse teams**
- Manage GTM Brand campaigns through various platforms like Industry Magazines, Webinars, Media & Industry Associations
- Implemented ISO 9001/14001 systems & **handling 5 Quality Circle teams working on effective solutions for business problems**

Key Customers

- Royal Enfield, TVS Motors, Hyundai Motors, Kia Motors, Honda Motors, Hero Motors, Bharat Forge, Bosch, Denso, Daihatsu, Nemak, Minda and Endurance Technologies

Economic Development Board, Govt of AP	Senior Consultant – Program Management	Sept,17 – Nov,19
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- Generated and facilitated Investment fund from **20 Manufacturing industries worth INR 3000 Crore to Andhra Pradesh**
- Closely worked with bureaucrats for advising policy frameworks, **Ease of doing business initiatives and project finance due diligence**
- Conducted feasibility studies for various industries for raw material sourcing, logistics, infrastructure support like land, Power, Water
- Analysed the **feasibility and additional cost for new supply chain model for PDS packaged commodities home delivery scheme**
- Developed and managed **national & international marketing campaigns through Print & social media, Business forums, Roadshows**
- Managed high profile business delegations for Chief Minister, Cabinet Heads, Bureaucrats and Fortune 500 corporate investors

Key Projects

- ITC, Bharat Forge, Hero Motors, Phoenix Group, Asia Pulp & Paper, Daiki Aluminium Industries, Metro Cash & Carry, Nagarjuna Cements, Apollo Tyres, JBM Auto, Western Equipments, Big Basket, Frick India, Amway

WINIT Software – Hyderabad	Manager – Consulting & Product	Jun,15 – Aug,17
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- Assimilated the requirements provided by the client in the RFI/RFP/MRD documents and have a clear understanding on key goals
- Responsible for **overall solution design, build and test, root cause analysis with proficiency in solving complex business processes**
- Liaising with stakeholders closely to ensure quality of work is complying to scope, plan, completion time and resource planning
- Successfully delivered **10+ Sales Force Automation projects for UAE, KSA and India Clients with 100% Adaption rate by users**
- Designed & developed BI tool in SFA to analyse the **Market Intelligence with detailing to provide Insights to the stakeholders**

Key Clients

- Colgate Palmolive, Procter and Gamble, Gulf Marketing Group, Sadafco, Olam International, Redington Gulf, Transmed, Jarir Bookstore, Hector Beverages, Nikai Electronics, Admirals Trading, Armada Distribution

Dukes Foods - Hyderabad	Manager – Key Accounts	Apr,14 – May,15
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- Responsible for managing **15+ Modern retail accounts**, maintaining long term relationships with existing and potential clients
- Responsible for launching NPI's, **review and design monthly plan for margins, schemes, and promotions on listed SKU portfolio**
- Achieved **continuous growth of 20%** in the last two quarters **with reduced EtoS ratio and negligible spends** on promotional activities
- Targeted the untapped market by listing **10000 A-class standalones with premium SKU's and Schemes, achieved 15% increment sales**
- Implemented SFA system to manage and monitor field sales operations integrating MIS in the complete distribution network

Key Customers

- Walmart, Metro, Aditya Birla Retail, Future Retail, SPAR, Reliance, D-Mart, Hypercity, Heritage, Jubilant, Natures Basket, Trent and Store99

SKILL SETS

Sales and Distribution Management	Supply Chain and Operations Planning	Inventory Management
Business Strategy	Leadership & Team Management	Campaign Management
MS Office, Tableau	Statistics and Data Analysis	Stakeholder Management

Other Interests: Photography, Travelling, Sustainability