

# Sriram Sandepudi

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## Profile

12+ years experience in General Management, Sales, Channel Management, Influencer Management, Business Development, Demand Planning, Warehouse Space Management, Input Management, New Category Development & Customer Development. Proven track record to deliver business growth across geographies, leading an engaged workforce across the most competitive market landscape.

## Experience

### **ASSOCIATE GENERAL MANAGER, ASIAN PAINTS LIMITED: EAST, KOLKATA – JAN 2020 - PRESENT**

Andhra Pradesh, Telangana, Jharkhand, Bihar, Odisha, West Bengal, North East. Revenue of **7000+ Cr** with highest growths in Value and Volume. Handling **10,000+** Direct Dealers, **150+** Distributors with a team of Regional/Area/Commercial/B2B/ Services Managers/500+ Front line Sales and Admin staff with 200+ offroll staff. Decorative Paints, Adhesives, Waterproofing, Implements - track record of delivering consistent market share gains and highest value and volume growths. Leading and Driving focus projects across Division and Regions to create breakthrough.

### **REGIONAL MANAGER, ASIAN PAINTS LIMITED: AP & TG, HYDERABAD – MAY 2015 - DEC 2019**

Andhra Pradesh & Telangana. Revenue of **2000+ Cr** - Largest region. 2 years consistently the fastest growing region. Handling **3500+** direct dealers, **50+** Distributors, 150+ staff with 15+ Managers. Exponential growths in New Categories - Waterproofing, Implements. Successfully launched and executed a Retailer Retention Program for mid rung dealers - prone to shift to competition. Estimated Market Share Gain of 0.75% - Focus on Competition Hot Spots.

### **SR. AREA MANAGER, ASIAN PAINTS LIMITED: SECUNDERABAD, VIJAYAWADA, VIZAG – 2010 - 2015**

Secunderabad - Revenue of **250+ Cr**, Biggest Unit for the region, 11 Team Members. Vijayawada - Revenue **175+ Cr**, 500+ retailers, 7 Team Members, Design and Execution of the Dealer Engagement program for the region, overachieved targets. Vizag - Revenue **100+ Cr**, 300+ retailers, 5 Team Members, 5% MS gain in Vizag local, Collection of Old Dues 20 lacs, CEI improvement of 4%.

### **SR. BRAND MANAGER, ASIAN PAINTS LIMITED: EXTERIORS, MUMBAI – 2013 - 2014**

Handling the largest portfolio by volume, New Product Development - Stone Coatings, Glass Coatings, PrimerCumSealer, Powder Products. Product Improvement - Formulation Changes, Testing and Validation - Lab and Market. Consumer Activation Program in Dehradun on consumer education in Right Painting System, Activations in Key Markets in Northern States, Handling Investigation and Resolution of Customer Complaints.

### **ASSISTANT SYSTEMS ENGINEER, TATA CONSULTANCY SERVICES: BANGALORE- 2005 - 2007**

Module lead on the MR-SSP Team - Design of the Customer Service Portal for AMEX.

## Skills

Channel Management: Direct Dealers, Distributors, Monthly/ Quarterly/ Yearly Target Achievement, Shop Share Gains, New Category Contribution increase, Sustainability & Profitability, ROI Management, Inventory Management, Business Generation on Digital Platform

Network Spread: Strategic Network Expansion in Gap towns/Geographies/Clusters, Innovative Methods for increasing reach and Market Share Gains, Increasing the Retailing Footprint - New Age Retailing Formats

Input Management: Management of Primary and Secondary schemes within the targets given for spends - to drive sales (Input) and for promotions (BAP)

Demand Planning: Management & Forecast of N and N+1 Demand at multiple depot - SKU combinations to ensure 90%+ OCT and OFR Levels

Marketing Activations: Driving BTL Activations across geographies to ensure achievement of set metrics and delivery of product volume targets - across all stakeholders - retailers, influencers, consumers

Product Strategy: Devising and Implementing of Product Strategy in geographies - New Product Introduction ( Benchmarking against competition), Variant Introduction in the same category, Pricing Dynamics, Establishing of High Growth Categories - Waterproofing, Implements & Adhesives

## Education

PGDM (Marketing)	S P Jain Institute of Management & Research, Mumbai	2009
BE (Mechanical)	National Institute of Technology, Karnataka	2005
Std 12 (CBSE)	Campion School, Bhopal	2000
Std 10 (CBSE)	Campion School, Bhopal	1998