

Kiran Babu Manelli

Strategic Sales & Marketing Professional

Achievement-oriented professional offering **over 14 years** of enriched experience in achieving results in a highly global competitive market environment with key focus on P&L and business excellence

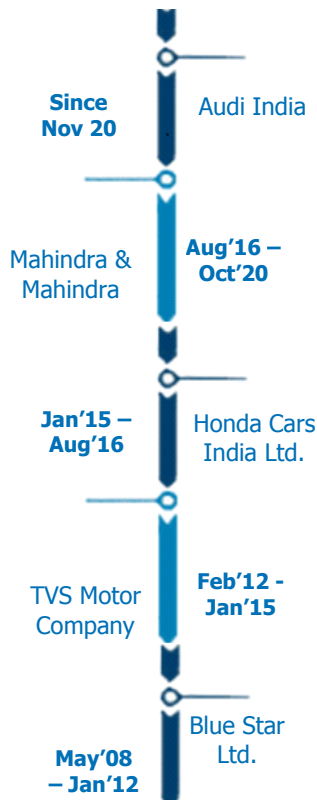


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Career Timeline



Profile Summary

- **Strong business acumen** with skills in conceptualizing robust plans for market development in different segments with different strategies for better market penetration
- Identified new avenues, **implementing innovative sales & marketing strategies** for revenue generation; converted concepts to revenue & re-engineered business processes aligned to market dynamics & competitor activities
- Proven success in **bringing out the USP of company's products** and achieving higher sales against competition through brand promotions & commercial launch of new products & services majorly in Automobile and Consumer Durables industries
- Organized **Manasantha Mahesh - an event with Telugu Super Star Mahesh Babu** at Hyderabad
- **Closely coordinated with channel partners** for capturing optimum market share in assigned market
- Recognized as **Customer-centric Manager** with skills in generating business through key accounts/ corporate & industrial houses/ OEMS and proposing customized product solutions to their needs leading to improved CSI/SSI, repeat & referral business
- **Enterprising leader with talent in motivating & guiding team members** to achieve corporate goals; problem-solver & decision-maker with skills in effectively liaising with sr. management, clients, business partners, stakeholders & project teams

Education

2022: **SMP (Senior Management Program)** perusing from **Indian Institute of Management (IIM) Ahmadabad**
2008: **M.B.A (Marketing)** from School of Management Studies (SMS), JNT University Campus, JNTU, Hyderabad with 70%
2006: **B.Sc. (MPC)** from Andhra Loyola College, Vijayawada with 74%
2003: **12th** from Andhra Loyola College, Vijayawada with 72%
2001: **10th** from St. Mary's Amalodbhavi English Med. School, Eluru with 75%

Key Skills

Leadership, Strategic Sales Planning

New Market Development

Channel Management

Revenue Generation

Key Account Management

Business Development

Operations Management

Budgeting, Forecasting, Costing

Event Management

Team Management

Organizational Experience

Since Nov'20 : Audi India, Mumbai as Regional Manager – Sales

Key Result Areas:

- Steering business for 7 states - South India, Goa & Maharashtra, to achieve targets and ensure maximum profitability in line with budgeted parameters
 - Designing & implementing competitive strategies for generating sales & maximizing profitability; analyzing market trends and accordingly chalking out measures for countering competition
 - Rendering inputs on operations, customer requirements and market dynamics for retaining / enhancing existing market share
 - Driving business growth by developing relationships with key decision makers in target organizations; ensuring customer delight by achieving service, time & quality norms
 - Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; reviewing the performance of channel partners, dealers and retailers
 - Planning and executing personalized BTL activities as per market requirements
 - Analyzing business potential, conceptualize & execute strategies to drive sales, and augment turnover
 - Interacting information on corporate initiatives, schemes & so on to channel partners for enhancing performance from their end
 - Handled additional responsibility of National Corporate Manager and driven initiatives of Corporate tieups (AMEX) and lookalike marketing activities in 2021
 - Achieved highest sale for first EV etron launched by Audi India for 2021
 - Achieved highest Performance and Life style cars (PLC range) in the country for 2021
 - Achieved highest over all grow of 138% for my zone, while Audi India has grown at 101% for 2021
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Previous Work Experience

Aug'16- Oct 2020

AO State champion for XUV 500(2018-19), All New Thar (2020), Marazzo, Alturas & Scorpio brands

AO coordinator for Print ad planning, Customer Centricity Champion

AO Champion for WYH program, digital Marketing and all digital initiatives

Markets covered: Andhra Pradesh & Telangana

Mahindra & Mahindra, Hyderabad AO as Area Manager – Sales

Highlights :

- Conceptualized and submitted the project on digitalization of Mahindra Car purchase experience as part of Create the Future initiative of company (Covid 19 Lockdown engagement) and won the award
 - Gained Market share in Hyd market in 2020-21 through innovative approach of geographical allocation of market within the team and driving volumes.
 - Attained the highest growth in F18 (over F17) for set of dealerships in the past 5 years
 - Received Reward and Recognition (R&R) from Chief of Sales & Marketing of the organization for the excellent work done on 2017 SSI strategy execution (Rigorous efforts have resulted in M&M achieving 1st rank amongst all OEMs in Vizag city for F17)
 - Achieved Reward and Recognition (R&R) for:
 - Improving from 40% to 92% the WYH penetration for entire state for F18 as an AO champion for WYH
 - Successfully launching The Plush New XUV 500 across all dealerships in the state as an AO champion and achieving growth in F19
 - Won ETBR Trip to Europe for best Performance in 2018 and travelled 100% paid trip to Amsterdam, Belgium & Paris
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Jan'15 – Aug'16

Markets covered: Kerala, Andhra Pradesh & Telangana

Honda Cars India Ltd., Chennai ZO as Area Manager – Sales

Highlights:

- Worked across Kerala, Andhra Pradesh, Telangana
- Identified, appointed and nurtured 2 new dealers, Kurnool and second dealership in Vizag
- Attained highest JDP score and won best dealership award in SSI parameters in South Zone for Elite Honda, Rajahmundry in H2, 2016
- Achieved highest growth in Sales for Honda City in Vijayawada, Krishna Dist
- Successfully launched Jazz, Honda Connect across dealerships and achieved highest pre bookings for Jazz model.

Feb'12 to Jan'15

Growth path:

Feb'12 to Mar'14: Territory

Sales Manager

Mar'14 – Jan'15: Zonal Planner

– Sales South Zone 2

TVS Motor Company, Bangalore

Highlights:

- Worked across various regions i.e. Telangana, Andhra Pradesh, Karnataka and Goa
- Drove the AD DMS program successfully in the Zone; completed cloud DMS software familiarization, OJT and usage of the same at 102 locations out of 471 AD locations in the entire zone
- Successfully participated in "Mastering Territory Management (Sales)" program and passed with distinction (This program is designed and organized Mercury Goldmann India Pvt. Ltd.)
- Bagged an achievers club winner for achieving more than 100% plan in Q3 2012-13
- Received appreciation letter and variable incentive for going through plan in Q1 of 2013-14 and Q4 of 2013-14
- Handpicked by Regional Sales Manager as Zonal Planner - Sales for the entire South Zone – 2 with just 2 years of experience as a Territory Manager – Sales

May'08 – Jan'12

Products managed: *Gelato*

Glass Machines, SS Storage

Cabinets, under Counter

Cabinets, Pastry Display

Cabinets, Cold Stone Machines

and Laboratory Equipment

from ISA – Italy, Ice Cubing

Machines & Flakers from NTF –

Italy and vertical freezers from

SIEMENS

Markets covered: *Andhra*

Pradesh & Telangana

Blue Star Ltd., Hyderabad as Sr. Executive – Sales

Highlights:

- Selected high value orders from Gourmet Stores Pvt. Ltd., Hyderabad and Taj Hotels for ISA products
- Prepared a rate contracts with Nilgiris and SUBWAY for vertical freezers & Ice cubing machines and supplied machines for more than 10 outlets
- Brought highest growth in India in ice cubing machine sales for AP by caterings to all HORECA segment customers
- Identified & appointed dealer at Tirupati and Kadapa and achieved the growth of 58% in Rayalaseema territory for the year 2010-11 over previous FY
- Appointed distributor in Hyderabad & developed sub-dealer network and pitching into retail space successfully and brought highest growth in water dispensers' sales in entire country
- Guided & motivated 6 exclusive air conditioning dealers to stock and sell RPD products which in turn expanded market

Certifications/ Trainings

- Completed 'C' Certificate in NCC Air wing, during 2004
- Certified in Journalism course from Andhra Loyola College, Vijayawada during 2004-2005
- Attended "Selling and Negotiation Skills" training by Mercury Goldmann India Pvt. Ltd.
- Attended "Digital Sales" training jointly organized by Indian Institute of Digital Education (IDEE) & Mahindra and Mahindra in Feb'19

Academic Achievements

- Received Young Manager 2005 award in Management fest of CM Engineering College, Malla Reddy Group of Institutions, Hyderabad
- Bagged first place in Mighty Brains contest (Situational Analysis) in Management fest of CM Engineering College, Malla Reddy Group of Institutions, Hyderabad
- English debate competition (State Level) held at in KBN college, Vijayawada in the year 2003

Extracurricular Activities

- Worked as a:
 - Student Chairman of Andhra Loyola College (Inter, Degree and PG) during 2005-06 and successfully completed the term
 - Editor for LOYOLITE 06, Annual Magazine of Andhra Loyola college, Vijayawada
- Attended Academic Council meeting 2006 of Andhra Loyola College, as a student delegate
- Actively participated in:
 - National level workshop on Understanding Refugees held at Dharmashala, Himachal Pradesh
 - Communications and Soft Skill Development Program organized by TCS, Hyderabad

Projects and Paper Presentations

- Bagged 1st place in paper presentation in a national level student's technical meet held in Bhoj Reddy Engineering College for Women, Hyderabad in the area of Present Trends in Retail Management
 - Participated as a student delegate in Triennial conference of Xavier Board of Higher Education in India and presented a paper on Campus Culture held at Christ College, Bangalore
 - Submitted a project to School of Management Studies (SMS), JNTU, Hyderabad with a title "An Empirical Study on Impact of Brand Awareness on Customers' Purchase Intentions (with respect to Raymond's apparels)" as a final project for MBA
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Personal Details

- **Date of Birth:** 5th August 1985
- **Languages Known:** English, Telugu & Hindi
- **Address:** 601, Gandharva CHS, Sector 40, Sea Woods, New Mumbai, Maharastra, 400059