CHANDRASEKHAR.P

Mobile: +91 9008711127 E-Mail:palakodetichandra@gmail.com

**PROFESSIONAL SUMMARY**

An experienced professional with 22 years of demonstrated track record of driving and achieving a diverse range of business targets in Sales & Marketing activities along with good man management skills, Sales Training & team building.

Hands on expertise in:

|  |  |
| --- | --- |
| * Achieving Business KPI’s * Branded Store Sales & Operations | * Rural Distribution Planning and Rollout * Retail Pilferage Management. |
| * Branded Store Plan and Rollout | * Quality of Recruitment and Training |
| * Building Customer Centric Service | * Negotiation & Presentation Skills |

**EMPLOYMENT**

**REGIONAL MANAGER - Sales and Distribution**

SUN DIRECT TV PVT.LTD MAY ‘13 –Present

I have handled Tamilnadu and Karnataka and currently handling business operations and profitability of AP and Western State.

**Achievements -**

* AP business had taken a leap of 200% on Gross Additions and Revenue under my leadership after the bifurcation.
* The current business is 2.4 lakh activations and revenue standing at 150 crores per annum.
* A 300 Cr per annum revenue turnover been achieved in Karnataka equivalent to home ground TN market in a span of 2 years of handling Karnataka operations.
* 1.6 Lakh NET Additions per Annum has been achieved.
* Revamped the complete distribution model to enhance productivity.
* Designed and developed a complete robust Distribution Model to have a carpet covering across Tamilnadu.
* Strategized, designed and implemented the FIRST of its kind SERVICE RETAIL MODEL ‘SUNSHINE’ outlets across TN towards taking the service to the ‘CUSTOMER DELIGHT’. Received the Chairman Award.
* Shown a revenue growth of 15% and the acquisition growth of 25% with Quality as top priority.
* LAUNCHED THE RURAL MODELS OF DISTRIBUTION like SUN Nanban & SSS Express to move closer to the customers for better churn controls.
* Launched the R&R program for the entire Sales, Service and Retention Team.

**GENERAL MANAGER SALES**

**SISTEMA SHYAM** **TELESERVICE LTD (MTS),**

**Tamilnadu.**  **Apr’ 12 Ma– y ‘13**

Responsible for driving the Distribution, Retail, Modern Trade and IT verticals of sales for Mobiles, Data Cards & Smart Phones(both pre and postpaid). Primarily responsible for

* Sales and Distribution Drive.
* Device Planning and Primary Sales drive for DATA CARDS, CDMA Handsets & Smart Phones.
* Trade Scheme Budget Planning and Implementation based on the Circle Revenue Projections and GA.
* Market Promotions and BTL drive across TN Markets.
* Branded Retail Store Profitability and Distributor ROI.

**Achievements -**

* Achieved 3000 Postpaid Numbers from Branded Retail Stores - highest across the country.
* Successful in achieving a primary billing of 9000 CDMA Smart phones across TN during the launch with an average price point of Rs.7000.
* 94 % of Revenue Targets for 2 quarters consecutively.

**DEPUTY GENERAL MANAGER SALES**

**UNITECH WIRELESS PVT.LTD (UNINOR BRAND),**

**Tamilnadu and Kerala APR ‘09 – MAR ‘12**

I have handled the rollout and retail operations of branded retail showrooms across Tamilnadu and Kerala.

After the brand launch with 58 franchisee showrooms, I had been moved to a new role as the Trade Marketing Head for deploying the ‘GO TO MARKET’ strategy across TN.

***Achievements -***

* **Launched 58 Stores across TN within a span of 3 months during launch of brand.**
* First year contribution from retail vertical was 40% on GA and revenue for the circle.
* **Created all time high visibility and market awareness with new subscription base.**
* Organizing Road shows for product & brand recall.
* THE LAUNCH OF CSR PROJECT WITH THE NGO ‘HAND IN HAND’ with a focus on business and empowering rural women, which was appreciated by the WORLD WOMEN’S ORGANISATION.

**DEPUTY GENERAL MANAGER RETAIL**

RELIANCE COMMUNICATIONS LIMITED

Tamilnadu. MAR ’08 – MAR’09

Spearheaded the retail sales and operations for the state of Tamilnadu with 76 BRO responsible for Sales, Operations, Store Profitability and Revenue enhancement through the Stores.

***Achievements -***

* Managed 76 Branded Retail showrooms with revenue of 2.3 crores per month and 20k Acquisitions.
* Received ‘Best Retail Team’ award for achieving highest postpaid acquisitions for 6 months consecutively.
* Monitored and guided the CSD team for service related activities.

## Designed and launched a unique neighborhood franchisee store model ‘RELIANCE MOBILE STORE’

**SENIOR MANAGER RETAIL**

TATA TELESERVICES LIMITED

Andhra Pradesh and Tamilnadu MAR ’05 – FEB ‘08

|  |  |
| --- | --- |
|  | Joined the organization in AP as Retail Manager and after successful stint in launching and operating profitable retail model, moved to Tamilnadu as Retail Head to establish the franchisee operations in the state. |

***Achievements –***

* Successful in launching 248 Tata True Value Shoppe across AP in flat 6 months against an AOP target of 125 for year 2005 – 2006.
* Rewarded as the Best Retail Head across India for the stupendous launch which had paved the way for the entire country to go with confidence in launching the Retail Model.
* Moved to TN and launch 174 Stores in a span of 10 months which was struggling at 32 stores when I took over in 2006.
* Retail Contribution in both circles had moved from a mere 14% to 34% on Prepaid and Postpaid.

**MANAGER – TRUCK STOP**

RELIANCE INDUSTRIES LIMITED. SEPT ’03 – MAR ‘05

|  |  |
| --- | --- |
|  | Based at DAKC, Mumbai handled the Petroleum & Retail Training across India as Master Trainer. Joined the organization as Manager Retail at Hyderabad and been selected by the US Partner FLYING J as Master Trainer to train the Petrol Station Staff on Retailing & Operations Training and been moved to DAKC, Mumbai directly reporting into President Mr. Deepak Sahwaney. |

***Achievements***

* Got promoted as MASTER TRAINER to certify the Petrol Stations to go Operational.
* CERTIFIED BY THE VENTURE PARTNER FLYING J as the BEST Trainer.
* 58 Stores been certified as a Team leader leading a team of 6 Training Managers across India.

**STORE MANAGER**

ITC WILLS LIFESTYLE LIMITED

Andhra Pradesh JAN ’01 – SEPT ‘03

Responsible for handling store operations of exclusive branded showroom under ‘WILLS’ brand and driving

Sales of ‘JOHN PLAYER’ into multi branded showrooms across AP.

**ASSITANT MANAGER RETAIL**

RPG FOODWORLD SUPER MARKETS LTD., FEB ’97 – JAN ‘01

|  |  |
| --- | --- |
|  | Responsible for the store profitability with controls on store operations, Inventory, Manpower Churn and promotional activities around the store to improve the footfalls. |

**EDUCATIONAL CREDENTIALS**

2013 Advanced Program in Marketing from IIM Kolkata.

1999 MBA from ICBM affiliated to Canadian University.

1997 BA from Osmania University.

1992 Diploma in Mech Engg, Osmania University.

**CERTIFICATIONS**

2018 – Certified ‘Student Career Counselor’ from I Dream Careers India Ltd.

2020 – Certified from **Google Open University** in ‘Fundamentals of Digital Marketing’.

**PERSONAL DOSSIER**

Date of Birth: 14thApril, 1972.

Address: Flat No.204, Grande Towers, 5thCross Road, S.R Nagar, Hyderabad, Telengana - 500032.

Languages Known: Telugu, English, Tamil and Hindi.

**CHANDRA SEKHAR P**