

RESUME

N. VENKATACHALAM

Parkavi Apartments,
Phase 3, S Ground floor,
Mariamman Koil Street,
West K.K. Nagar,
Chennai – 600089.

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Summary:

Have varied experience in the Retail & Distribution Industry with in-depth understanding of operations, sales and marketing. Seeking a responsible and challenging position in the field of retail and distribution of lifestyle products and consumer durables to utilize, enhance and contribute my expertise.

Areas of Skills and Expertise:

- Team Leadership and Mentoring
- P&L Management
- Retail, Distribution and Supply Chain
- Handling LFS and MBOs
- Sales and Marketing
- Operations, ATL and BTL activities
- Inventory Control
- Warehousing
- Systems Management
- Incentive Structures
- Performance Standards
- Planning and staffing.

Professional Experience:

July 2018 - May 2019 – Oban Fashions Pvt Ltd:

Designation: Area Sales Manager – Tamilnadu & Kerala.

Oban Fashions Private Limited is a wholly-owned subsidiary of Rupa and Company

We started on this journey in 2016 with the launch of FCUK. While FCUK is a globally known premium apparel brand; their innerwear is designed, manufactured, distributed and marketed by Oban Fashion with a view to making luxury accessible to the Indian consumer. We continued this journey in 2017, by acquiring the license to market and distribute Fruit of the Loom in India.

Job Profile:

- Promoting international brands like **FCUK**.
- Distribution and dealer network, Channel Sales.
- Exploring new customers, focusing on demarcated areas in the given region. .
- Stock Planning,
- Conducting Dealer meets, trade shows and launching new products.
- Formulating Schemes/offers for customers.
- Handling all commercial aspects of the deal.

November 2016 - May 2018 – Astra Life Style:

Designation: Area Sales Manager – South.

Astra is the leading importer and distributor of luxury eyewear in India. Kolkata, A commitment and passion for luxury brand building; Market leaders in luxury distribution after establishing iconic brands like Tom Ford, Montblanc, Swarovski, Zegna, Roberto Cavalli, Just Cavalli, Diesel.. Established relationships with premium eye wear retailers across the country Expert technical department to manage after sales service and support; Marketing oriented.

Job Profile:

- Taking care of the merchandising activities
- Handling all key accounts for Sales and after-sales Service
- Achieving the Sales & collection targets
- Collecting C Forms and settling down any accounts issue
- Collection of Outstanding from all outlets
- Maintaining the Daily Sales Outstanding (DSO) in control of 95 days
- Order Processing & follow ups.

February 2015– September 2016 - Luxottica India Eye wear (P) Ltd.

Designation: Business Development Manager – Tamil Nadu.

Luxottica, is a leader in the design, manufacture and distribution of fashion, luxury, sports and performance eyewear. The company, which started its journey in the 1960's, transformed eyeglass frames from a necessary medical device into a desirable fashion accessory and vehicle for self-expression. This revolution helped to create a growing consumer appetite and demand for premium branded frames around the world.

Among Luxottica's core strengths is a strong and well-balanced brand portfolio including iconic proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, as well as prestigious licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Dolce & Gabbana, Michael Kors, Prada, Ralph Lauren, Tiffany & Co, Versace and Valentino.

Job Profile:

- Promoting the international brand **Ray-ban, Vogue Eyewear & Oakley** in Tamilnadu Market.
- Exploring new customers for Distribution and Franchisee Development.
- Conducting Dealer meets, Trade shows and Brand Presentation.

July 2011 - August 2013 – KewalkKiran Clothing Ltd...

Designation: Area Sales Manager – Tamil Nadu.

KewalkKiran Clothing Limited (KKCL) is one of India's largest branded apparel manufacturers, engaged in the designing, manufacturing and marketing of branded jeans and a wide range of western wear, since 1992. With in-house fashion brands Killer, Integrity, LawmanPg3, Easies, K-Lounge and Addictions, we have created a niche segment for apparel and accessory lovers across India.

Job Profile:

- Promoting international brands like **Killer Jeans**.
- Distribution and dealer network, Channel Sales.
- Exploring new customers, focusing on demarcated areas in the given region. .
- Handling MBOs, MIS and CRM, Coordinating with LFS
- Stock Planning, Preparing OTB, Ageing analysis
- Conducting Dealer meets, trade shows and launching new products.
- Formulating Schemes/offers for customers.
- Handling all commercial aspects of the deal.

April 2010 - June 2011 – Maxwell Industries Ltd.

Designation: Territory Sales Executive - Chennai, Vellore & Pondicherry.

Maxwell Industries Ltd : Enters into an agreement with Eminence, a corporation
Maxwell Industries has announced that the Company on 29 October 2009 will launch formally French premium innerwear Brands Eminence in India. The Company had entered

into an agreement with Eminence, a corporation, registered under the laws of Republic of France for manufacturing, distributing and selling the men's & women's Innerwear, Pijamas and socks under the Brand name Eminence.

Job Profile:

- Promoting international brands like EMINENCE.
- Distribution and dealer network, Channel Sales
- Order Processing & follow ups.
- Exploring new customers, focusing on demarcated areas in the given region .
- Collection of Outstanding from all outlets.

March 2007 - March 2010– Primus Brands (P) Ltd.

Designation: Sales Executive- Chennai, Vellore & Pondicherry.

Primus Brands is one of the Largest Men's Apparel Brand, Kids Wear Brand & Sports Accessories distributor the leading importer and distributor in India, Market leaders in luxury distribution after establishing iconic brands like Adidas & Levis Accessories and MTV Apparels & Weekender Kids. Established relationships with premium Apparels.

Job Profile:

- Sales and Operations
- Exploring new customers
- Inventory Management
- Handling Distribution & Dealers Network,
- Handling all commercial aspects of the deal.

EDUCATION QUALIFICATION:				
Name of the Course	University/Board Institution	Principal Subject	% of marks	Year of passing
MBA	International Institute of Business Studies	Marketing	55%	2015
PGPBM	International Institute of Business Studies	Retail Management	55.05%	2015
B.com	Annamalai University	Commerce	50.03%	2010
12 th	Tamil Nadu State Board	Commerce	50%	2005
10 th	Tamil Nadu State Board	-	56%	2003

SOFTWARE SKILLS

System Engineering & Networking.

CERTIFICATION

Diploma in Office Automation (Ms Word, Ms Excel, Power Point)

GENERAL INFORMATION:

Date of Birth : 12.04.1988
Age: : 32
Sex: : Male
Marital Status: : Married
Nationality: : Indian
Religion: : Hindu
Father's Name: : A. Natarajan
Language Known : English, Tamil
Office Suite : Knowledge in Computer
Email : venkat_natarajan5572@yahoo.co.in

DECLARATION

I do hereby declare that the information furnished above are true to best of my knowledge.

Date:
Place: Chennai.

(N. VENKATACHALAM)

