

Prahlad Sastry Pappu

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Mob: [9777137735](tel:9777137735)

Date of Birth: 03 May' 1973

Over 22 years of extensive experience of sales in the Pharmaceutical Industry across all major segments like Cardiac, Diabetic, Ortho, Gynae, Derma and all General Products.

Over 2 & half years' experience in building materials division.

Core Competencies

Sales & Marketing

Manage the sales and marketing operations and accountable for top line and bottom-line growth along with corporate objectives.

Design & implement marketing activities such as camps, doctor's meet/ conferences, CME, Symposiums & conferences for enhancing brand awareness and visibility resulting in increased prescriptions & sales.

Business Development

Managing business development activities, accountable for sales growth & deeper market penetration.

Developing & executing effective plans designed to assure achievement of agreed-to volume, market share and profit objectives.

Key Accounts Management

Building and strengthening relationships with key accounts, medical fraternity, and opinion leaders.

Coordinating with various sales & product managers for ensuring smooth and profitable operations.

Team Management

Providing direction, motivation & training to the field sales team for ensuring optimum performance.

Professional Work Experience:

Feb 2021 onwards Working for **M/s.NCL BUILDTEK LTD**, as **Area Sales EXECUTIVE**, responsible for all marketing activities of entire Odisha. Developing a pricing strategy that maximizes profits and market share, appointing Distributors,Sub-dealers, Meeting Builders, Contractors, conducting activities to Maximize Market Share.

Nov 2019- Jan 2021: M/s. M Square Enterprises, as Sales Manager responsible for all marketing activities of entire Odisha. Developing a pricing strategy that maximizes profits and market share. Identifying new customers, Supporting sales and lead generation efforts, Creating promotions with advertising managers, Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections. Compiling lists describing our organization's offerings. Developing and managing advertising campaigns Organizing company conferences, trade shows, and major events. Building brand awareness and positioning. Evaluating and maintaining a marketing strategy. Directing, planning and coordinating marketing efforts. Communicating the marketing plan.

May 2014 – Jan 2018: Regional Sales Manager – M/s. Franco Indian Pharmaceuticals Pvt Ltd., based at Chennai Covering part of Tamilnadu (Chennai City, Pondyicherry, Kanchipuram and Velloore).

Job Profile:

Marketing gamut of General Care Products.

Forecasting & budgeting of targets.

Managing Monitoring and Controlling Frontline Managers Activities and Medical Reps Team and ensure the Proper implementation of business strategies and guiding them in achieving the set sales targets.

Doing market research, competitor analysis and giving Product Management for evolving new products and also management of existing product line.

April 2010- March 2013: District Manager – M/s. Abbott India Limited.

Based at Vijayawada Covering part of entire Coastal A.P, Khammam, Warangal, Karimnagar, Nizamabad, Kamareddy, Kadapa, Kurnool & Ananthpur.

Job Profile:

Marketing gamut of Metabolic, Urology and Diabetic Products.

Forecasting & budgeting of targets.

Managing Monitoring and Controlling Medical Reps Team and ensure the Proper implementation of business strategies and guiding them in achieving the set sales targets.

Doing market research, competitor analysis and giving Product Management for evolving new products and also management of existing product line.

Jan'08-Apr'10: Area Business Manager – M/s Cadila Healthcare Limited.

Based at Vijayawada Covering Guntur, Ongole and Tanuku.

Job Profile:

Marketing gamut of cardiac and Orthopedics products.

Forecasting & budgeting of targets.

Managing Monitoring and Controlling Medical Reps Team and ensure the Proper implementation of business strategies and guiding them in achieving the set sales targets.

Doing market research, competitor analysis and giving Product Management for evolving new products and also management of existing product line.

Jan 04-Nov 07: Areas Sales Manager - M/s DABUR PHARMACEUTICALS LTD.Based at Vijayawada covering Guntur, Khammam and Nellore.

Job Profile:

Marketing gamut of Cardiac, Diabetic, gynecology, Dermatology and other general products of Dabur pharmaceuticals Ltd.

Forecasting & Budgeting of targets.

Managing Monitoring and Controlling Medical Reps Team and ensure the Proper implementation of business strategies and guiding them in achieving the set sales targets.

Planning, Directing, Motivating, training and controlling team of Medical Reps, Dealers and also Dealer sales reps.

Doing market research, competitor analysis and giving Product Management for evolving new products and also management of existing product line.

Derma Products like Flutrox (Flucanazole) anti-fungal and Fexofenadine anti-histamine can be used as anti-allergic.

Aug2000 - Dec 03: MEDICAL SALES REPRESENTATIVE - M/s DABURPHARMACEUTICALS LTD.Based at Srikakulam covering Vizianagaram, Palasa, Sompeta, Ichapuram, Tekkali, Hiramandalam and Pathapatnam.

Job Profile:

Marketing gamut of Cardiac, Diabetic , gynecology, Dermatology and other general products of Dabur pharmaceuticals Ltd.

Forecasting & budgeting of targets.

Identifying, recruiting/managing channel partners and impliment sales strategies for increasing prescriptions, sales and profitability for the company especially with consultants & in critical care segment.

Conducting doctors meet/ conferences/ symposia/ patient education training programs and other marketing activities.

Derma Products like Flutrox (Flucanazole) anti-fungal and Fexofenadine anti-histamine can be used as anti-allergic.

Oct 96- Jul 2000 - MARKET DEVELOPMENT EXECUTIVE-M/s.SOLUS PHARMACEUTICALS LTD. Based at Tanuku HQ., covering Bhimavaram, Palakol, T.P.Gudem and Rajahmundry.

Job Profile:

Marketing of Specialty products of Solus Pharma (Psychiatric Products)
Forecasting & budgeting of targets.
Working closely with Distributors and Retailers for better promotion and positioning of solus range of products.
Contacting and detailing Doctors, Hospitals and medical institutions and promoting specialty products.
conducting doctors meet/ conferences/ symposia/ patient education training programs and other marketing activities.
providing periodical sales reports to the management.

Career Achievements

Consistently topped in sales in South India from 2002- 2004.
Received a Laptop for 125% achievement of sales budget in the year 2002

Personal

Fathers Name	: Late P.Y. BABU
Date of Birth	: 03-05-1973, (50Years)
Sex	: MALE
Nationality	: INDIAN
Marital Status	: Married
Educational Qualification	: Bachelor of Science from Andhra University
Hobbies	: Playing & Watching Cricket, Listening to Music.
Languages Known	: English, Telugu, Hindi & Oriya.
Present CTC	: 3.75 Lakhs