

RESUME

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-Sales & Marketing

-Service Operations

-Channel Partner Management

A successful profit-driven professional with over 18 years of visible achievements in Marketing, Profit Centre Operations, Service Operations, Key Account Management and Dealer Management. Currently associated with M/s. Ashirvad Pipes Pvt Limited-Regional Growth Manager – Column Pipe Business. Proven track record of increasing business growth and Team Management. Proficient in developing key institutional clients as consistent customers to ensure wider market reach and penetration of unexplored markets. A proactive leader and planner with expertise in strategic planning, market plan execution account management, pre-sales efforts with skills in P&L management, competitor and market analysis. A skilled communicator with exceptional presentation skills and abilities in forging business partnerships and leading cross-functional teams and establishing beneficial relationships with key players in the industry.

Area of Expertise

New Set ups

- ✓ Identifying areas of improvement & recommending process modifications to enhance operational efficiencies
- ✓ Reviewing existing systems and processes to identify gaps in them and preparing protocols for various products
- ✓ Responsible for method development and validation i.e. rigorous testing of the methods to ensure that they are precise and accurate
- ✓ Organizing detailed techno commercial presentation at the time of release of new products

Profit Centre Operations

- ✓ Managing complete business operations with accountability of profitability, forecasting monthly/annual sales targets & executing them in each time frame
- ✓ Strategizing the long term as well as short term business directions of the region in line with organizational objectives
- ✓ Co-coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales as well managing contract negotiations & order fulfillment

- ✓ Forging strategic alliances, thereby achieving business targets Key Account Management.
- ✓ Identifying prospective institutional accounts from various sectors and generate business from the existing, thereby achieve business targets
- ✓ Initiating / developing relations with key decision makers in target organizations for business development in pre-sales negotiation stages
- ✓ Coordinating frontline/backline Customer Service by interacting with clients & coordinating with concerned departments for problem resolution

Dealer Management

- ✓ Identifying distributors and channel partners resulting in deeper market penetration and reach
- ✓ Monitoring channel sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets
- ✓ Checking stocks as per demand and supply situation & ensuring timely inventory management. Collecting cheques from the intermediaries and submitting the same

Career Highlights

M/s.Ashirvad Pipe Pvt Limited, Regional Growth Manager –Rayalaseema & Coastal. Aug'17 to still date.

Is an Indian Multinational Company and diversified with turnover more than 3000Cr engaged in Providing solutions in uPVC Column Pipes, CPVC, Sewerage and Drainage Pipes,

I am in charge of uPVC Column Pipes which is used for Submersible pump.

Regional Growth Manager – Column pipe Business

- ✓ Accountable for handling Sales team in the assigned region - Andhra Pradesh (Rayalaseema & Coastal)
- ✓ Distinction of establishing Distributor network in the assigned region
- ✓ Customer Coverage and generating of enquiries in the region
- ✓ Managing complete business operations with accountability of profitability, forecasting monthly/annual sales targets & executing them in each timeframe
- ✓ Strategizing the long term as well as short term business directions of the region in line with organizational objectives
- ✓ Co-coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales as well managing contract negotiations & order fulfillment for Andhra Pradesh
- ✓ Forging strategic alliances thereby achieving business targets
- ✓ Accountable for fixing and achieving overall Sales Target of uPVC Column pipe

**M/s. CRI Pumps Private Limited-International Division, Coimbatore.
From May 11 to Aug 17**

CRI is one of the leading name in the manufacture of pumping system globally, a strong presence in more than 120 countries with a solid production capacity of over 2 million pumps per annum and rated as one among the best brands worldwide with turnover more than 200 million dollars.

Deputy Manager- Tenders & Projects, Dealer Management of retail business.

- ✓ Techno commercial quote for all kind of specialized pump sets to different project in the world wide
- ✓ Project handling of all kind of water pumps related turkey solutions.
- ✓ Working as whole responsibility of Companies procedures.
- ✓ Developing the market by self-planned marketing system
- ✓ Sales & marketing with business develop promotional activities.
- ✓ Promoting Counterparts.
- ✓ Focused maximum revenue from myself as well as from team members.
- ✓ Product Development.
- ✓ Technical supports.
- ✓ Entire best handling operation.
- ✓ Follow-up the industrial customer and OEM'S.
- ✓ Imparting Technical Knowledge to Authorized Dealers Mechanics.
- ✓ Conducting Technical classes to the Mechanics / Dealers in an organized method.
- ✓ Demonstrating the new Products (Surface and Submersible pumps) to Dealers / Mechanics / Customers.
- ✓ Informing to R & D on latest Development required to modify the Products.
- ✓ Appointing Service Centers at strategic locations
- ✓ Training to junior service engineers and sales people on important technicalities.
- ✓ Preparing MIS report every month on various technical aspects, defecting pumps,
- ✓ Spares required field report on competitors etc.
- ✓ Developing Business of the Sales branches.
- ✓ Developing Counterpart towards our corporate goals.
- ✓ Formulating strategies in terms of promotional activities
- ✓ Overall achieve the set target V/s Goal to takings elevated level.
- ✓ Ensure Timely dispatch of Product and spares and sustain supply lead time within the set Target
- ✓ Organizing Product and spares on fast track mode and ensure quickest possible delivery
- ✓ Accountable for working out Min Stock plan to potential Dealers in Regions

From May '10-May 2011

**Designation-Assistant Area Sales Manager-Chennai Regional office
M/s. Mather and Platt Pumps (As Subsidiaries in Wilo Germany).**

Company Profile: The organization is involving in manufacturing of all kind of industrial pumps & valves to major segments like power, oil & gas, irrigation, water, marine and defense, building & construction, industry, agricultural, domestic sectors.

From Sep '07-May 2010

Designation-Asst. Area Sales Manager

M/s. Kirloskar Brothers Ltd- Chennai Regional office.

Company Profile: The organization is involving in manufacturing of all kind of industrial pumps & valves to major segments like power, oil & gas, irrigation, water, marine and defense, building & construction, industry, agricultural, domestic sectors.

From Jan '04 - Aug 07

Designation: Team Leader (Worked at Maharashtra,Tamilnadu,Gujarat)

M/s. La Gajjar Machineries Ltd, Ahmadabad,

Company Profile: Brand Name of Varuna Submersible Pump Sets, Centrifugal Pumps, Self-Priming Pumps etc. and also, the Company have the tie-up with an Italian Company in the name of Karlington to cater the specific pumps like In-line systems, Booster system, Hydropneumatics systems, Sewage pumps etc.

From Oct '99 - Dec '03

Designation: Service Engineer (Worked at Coimbatore & Vijayawada Branch)

M/s. C.R.I Pumps Ltd., Coimbatore,

Company Profile: The organization is involving in manufacturing of all kind of water Pumps & valves to major segments like agricultural, domestic sectors.

Area of Operation:

Tamilnadu, Kerala, Karnataka, Andhra Pradesh, Maharashtra, Orissa, Chhattisgarh, Jharkhand, Rajasthan, Uttar Pradesh, Madhya Pradesh, West Bengal, Delhi & Gujarat.

Career Achievements:

Under gone training with Finolex Cables Ltd at Pune.

M/s.La-Gajjar Machineries-Ahmedabad was promoted to the Export Department by the previous employer to take care of service aspects in Middle East, Saudi Arabia and African continent & Asia Pacific.

Technical Training in Booster system, Hydropneumatics system, In-line pumps, End Suction pumps, sewage pumps of **SAER Electropompe by Italian service engineer at Italy**. Subsequently, visited Italy in the 2nd week of May 2007.

EDUCATIONAL QUALIFICATION

- Diploma in Elec. & Electronics Engg.
- Institute: Nanjiah Lingammal Polytechnic at Mettupalayam (Coimbatore).

- Year of Passing: April 1999
- Grade: First class with Honors

PERSONAL TRAITS:

- Marital Status: Married
- Date of Birth: 28/06/1979
- Passport No: L 8538601
- Country Visited: Italy, Nepal, Srilanka, Bangladesh, Malaysia, Singapore, Laos, Philippines, Myanmar

LINGUISTIC

Read - English & Tamil,
Write - English & Tamil
Speak - Tamil/Telugu/Kannada/Hindi/English

COMPUTER EXPOSURE

MS Office : Word, Excel, Power Point and Outlook

REMUNERATION

Cost to the Company : 12 Lac

DECLARATION

I affirm that the above information furnished is true to the best of my knowledge and belief.

Place: Coimbatore

Truly,

Date: 24.09.2019

(N.MAHESWARAN)