**D.Gurubasavaraja**

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**~ SENIOR MANAGEMENT PROFESSIONAL ~**

***Offering over 17+ years of extensive experience in Sales & Marketing /Channels sales and Management / Business Development with a leading organization of repute***

**Profile Summary**

**A seasoned professional with over 17+ years of proven success in:**

*~ Sales & Marketing ~ Business Development ~ Channel Management*

*~ Product Promotions ~ P&L Accountability ~ Key Account Management*

*~ Revenue Generation ~ Market Penetration ~ Team Management*

* Demonstrated expertise in development & implementation of promotion plans & handling communication for brands
* Reviewing and interpreting the competition and market information to fine-tune the marketing strategies
* Strong business acumen with the ability to establish market presence and increase revenues and profitability
* Expertise in analyzing market trends to provide critical inputs for formulating and executing marketing strategies
* Resourceful at maintaining business relationship with clients / customers to achieve quality product
* Significant experience in identifying, networking and rendering assistance to reliable and financially strong channel partners for achieving business excellence
* Effective communicator with excellent relationship building, writing, presentation & interpersonal skills; strong analytical, team leadership, problem solving & organizational abilities

**Core Competencies**

* Developing marketing plans to build consumer preference and drive volumes; evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics, also evolving market segmentation & penetration strategies to achieve targets
* Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand’s performance, needs and forecasts
* Monitoring monthly new product launch results and recommending action for addressing any forecasted variances to volume budget; managing, planning and executing the launch for all the new stores across India
* Overseeing new product management, complete product life cycle and product rollouts; deploying suitable market research tools to gauge market trends and competitor activities to gain the competitive edge on the market
* Managing marketing functions like product planning & roadmaps, consultation and business development; Marketing activities & other campaigns

**Organizational Experience**

**EXEL RUBBER LIMITED 4th Mar’20-Till Date**

**Regional Manager**

**Karnataka**

**Key Result Areas:**

* Entrusted with the responsibility of handling:
* Launching of Neumex Tyres and Tubes In Katnataka
* Successfully appointed 12 Distributor at Ballari. Bidar, Dharwad, Koppal, Raichur,Haveri. Mangalore, Shimogga, Chitradurga , Belugam, Bagalkote and Bangalore location and collected 65 lacks deposit from them. And ensure each distributor should done there rotation quarterly.
* Stock management at Distributor go down
* Instrumentally finding the niche market; planning and arranging the stock and ensure the fair allocation of stocks
* Positioning our 2/3 Wheeler, SCV,LCV,Farm tyres and Tubes in the Market
* Control and Monitoring Market activities on regular basis
* Customer and Dealer grievance handling strategically

**Highlights:**

* Successful in Launching of 2/3 Wheeler .SCV,LCV,Farm Tyres of Neumex Tyre and Tube in Karnataka and Goa
* Successful in Appointing the Farm Distributor across Karnataka
* Developing positive direct relationships with key business accounts
* Getting the business from the Distributor by attaching sub dealer under each distributor
* Successful in conducting the Training to the Distributor Sales personnel
* Conceptualized and conducted Customer Contact Programme to promote the product and augment sales respectively

Developed a new system for generating sales leads which was implemented across the organization and resulted in

an improvement in sales performance

**ATC TIRES PVT Ltd. 22nd Jan’18-22nd Jan2020**

**Sales Manager-**

**Karnataka**

**Key Result Areas:**

* Entrusted with the responsibility of handling:
* Launching of Farm And OTR Tyres In Katnataka
* Successfully appointed 4 Farm and OTR Distributor at Ballari. Hospet. Bangalore location and collected 35 lacks deposit from them. And ensure each distributor should done there rotation quarterly.
* Stock management at Distributor go down
* Successfully Associated with OEM Like KUBOTA Tractor, JOHN DEERE Tractors, and TAFE Tractors. SONALIKA Tractors locally and motivate them to keep our tyres in there counter. Even I made them to remove Factory fitted tyres and fit our brand tyres in new tractors and sell
* Developing positive direct relationships with key business accounts Like SKDRDP, Yantrodaraka Rural development , and other second hand tractor dealer across the karnataka
* Instrumentally finding the niche market; planning and arranging the stock and ensure the fair allocation of stocks
* Positioning our Farm tyres in the Market
* Control and Monitoring Market activities on regular basis
* Customer and Dealer grievance handling strategically

**Highlights:**

* Successful in Launching of Farm and OTR Tyres of ATC in Karnataka
* Successful in Appointing the Farm Distributor across Karnataka
* Developing positive direct relationships with key business accounts
* Getting the business from the Distributor by attaching sub dealer under each distributor
* Successful in conducting the Training to the Distributor Sales personnel
* Conceptualized and conducted Customer Contact Programme to promote the product and augment sales respectively

Developed a new system for generating sales leads which was implemented across the organization and resulted in

an improvement in sales performance

**J.K Tyres and Industries Ltd. Aug’15-20th Jan’18**

**Area Manager-HUBLI**

**Key Result Areas:**

* Entrusted with the responsibility of handling:
* Two Depo (Hubli, Hosp)
* Training and leading the team, providing discipline and performance feedback
* Customer contact programme (CCP and CIP) to promote our product
* Appointed the 2 Steel Wheel in the assigned area successfully and nurture and support them to achieve their target on month basis
* Instrumentally finding the niche market; planning and arranging the stock and ensure the fair allocation of stocks
* Positioning our Two wheeler tyres in the Market
* Appointing the Distributor for Sales of Two Wheeler tyres
* Involved in the recruitment and mentoring of new staff.
* Monitoring day-to-day activities of the team
* Control and Monitoring Market activities on regular basis
* Control and Monitoring the MOP of our Various category of Products
* Customer and Dealer grievance handling strategically

**Highlights:**

* Renowned for maintaining best relationship with Big Fleets Like VRL, JSW, Muneer Motors, Janki Crop, Smiore, Dolphi international Granite,DNR Infra, SEPL,RNS Construntion , KNR Infra,
* Successfully appointed the Two Wheeler tyre distributor in Hubli, Ballari, Sirsi and Raichur Area, initially collected 5 lacks deposit from each distributor and ensure 3 times rotation in a quarter. Started with zero by the time I left we recorded sales of 2500 2/3 wheeler tyre with 3 distributor

* Conceptualized and conducted Customer Contact Programme to promote the product and augment sales respectively
* Developed a new system for generating sales leads which was implemented across the organisation and resulted in a improvement in sales performance

**Birla Tyres, Hubli Jun’14-Nov’14**

**Lead Sales**

**Key Result Areas:**

* Identifying potential areas of the market and scrutinize and appoint potential dealer to expand the width that results in increased sale.
* Increase the depth of the existing potential dealer by continues follow up and by conducting the POS campaign
* Entrusted with the responsibility of handling:
* Four Depo (Hubli, Hospet, Belguam and Goa)
* Sales (2), Service(2) and Commercial (C& F Personeel-5) Team
* Customer contact programme (CCP and CIP) to promote our product
* Team Building , assigned the target and ensure that they are all achieved the set target

**Highlights:**

* Renowned for maintaining best relationship with customer
* Conceptualized and conducted Customer Contact Programme to promote the product and augment sales respectively
* Developed a new system for generating sales leads which was implemented across the organization and resulted in a improvement in sales performance

**J.K Tyres and Industries Ltd. Jun’07-Jun’14**

Growth Path / Deputations:

Jun’07-Jun’09 Sales and Service Officer, Hospet

Jul’09-Jan’12 Sr. Sales and Service Officer, Hospet

Jan’12-Jun’12 Area In-charge, Hubli

Jul’12-Jun’13 Assistant Area Manager, Hubli

Jun’13-Jun’14 Area Manager, Hubli

**Key Result Areas:**

* Single-handedly led two Depo (Hospet and Hubli), with Sales (2), Service(2) and Commercial (C& F Personeel-5) Team as Area Manager
* Led sales operations for 3 districts of Karnataka State (Bellary, Koppal and Raichur) as Sr. Sales and Service Officer in
* Shouldered the responsibility of ensuring visibility of the product through various promotional schemes to customers
* Appointed the dealers and increased the business of the existing dealer in the area
* Held accountable for area development and searching for the new opportunity in the market

**Highlights:**

As Area Manager:

* Received Best Area Manager Award for the month of May 2012 on All India basis
* Holds the credit of being Selected as a Super 18 Area Manager across India and given a chance to participate in 2014-2015 Policy
* Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business account
* Developed strategic and operational sales plans which resulted in overall sales increased and gross margin
* Identified target markets and established successful plans to develop them, thereby bringing in additional revenue
* Expanded sales through innovative selling techniques

As Sr. Sales and Service Officer**:**

* Bagged Best Sales Man Award for 4 times continuously and maintained the same
* Gained recognition for achieving monthly sales targets and repeated customer sales

**Previous Experience**

**Tyresoles India (Pvt.) Ltd., HOSPET Jan’05-May’07**

**Marketing Officer**

**Hindustan Lever Ltd., BANGLAORE Jun’04-Dec’04**

**Prospecting Officer**

**Hutchison India Pvt. Ltd., BANGLAORE Dec’03-May’04**

**Business Development Executive**

**Academic Details**

* MBA (Marketing ) from S.J.C. Institute of Technology from Visweshwaraiah Technological University, Chickballapur in 2001-2003
* Bachelor of Business Management from Vijayanagar Management, Hospet in 1999-2001’

**IT Skills**

* Conversant with MS Office (Word, Excel and PowerPoint), SAP and Internet Applications

**Academic Project**

* Completed a project on Retailers Attitude towards Lipton Ice Tea at Hindustan Lever Ltd., Bangalore during MBA

**Personal Details**

Date of Birth: 13th May 1981

Marital Status : Married

Address: 22nd Ward, Sai Colony, SAMRUDDI Nilaya Hospet – 583201

Languages Known: English, Hindi, Kannada, Telugu and Marathi

**Declaration**

I do hereby declare that the above mentioned information is true to the best of my knowledge

D.Gurubasavaraja

Date :

Place :