

## **D.Gurubasavaraja**

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### **~ SENIOR MANAGEMENT PROFESSIONAL ~**

***Offering over 19+ 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 19+ 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**

**EVRA ENRGERY INIDA PVT LTD**

**Apr 2022 to Till Date**

**Regional Manager  
Karnataka**

### **Key Result Areas:**

- Entrusted with the responsibility of handling:
  - Launching of 2Wheeler Electric Vehicle Across South India.
  - Successfully handling the team of ASM, SO and SR
  - Successfully appointed 10 Dealer across the south India so far. Number is counting...
  - Meticulous time and Stock management at Dealer and Sub Dealer SOP
- Instrumentally finding the niche market; planning and arranging the stock and ensure the fair allocation of stocks
- Provide Support Resources that solidify the interest of the customer
- Collaborate with various department to complete the objective

- Control and Monitoring Market activities on regular basis
- Customer and Dealer grievance handling strategically through concern team
- Organizing the Marketing Activities to Promote the Product on regular basis

#### **Highlights:**

- Successful in Launching of 2 wheeler EV Across the South India
  - Displayed expertise in the characteristics and feature of 7 models of products
  - Developing positive direct relationships with key business accounts
  - Worked with a Team of 20+ Sales, Services, Accounts, Logistics, Marketing and operation ,applying agile frameworks to smooth running of the business
  - Monitoring the business of the business of Dealer and Sub Dealer
  - 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

#### **EXEL RUBBER LIMITED**

**4<sup>th</sup> Mar'20-Nov'21**

**Regional Manager  
Karnataka**

#### **Key Result Areas:**

- Entrusted with the responsibility of handling:
  - Launching of Neumex Tires and Tubes In Karnataka
  - Successfully appointed 12 Distributor at Ballari. Bidar, Dharawad,Vijayangar (Hospet) Raichur,Haveri. Mangalore, Shimogga, Chitradurga ,Davangere 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 tires 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 Tires of Neumex Tire 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 Dealer by attaching sub dealer under each distributor
  - Successful in conducting the Training to the Dealer Sales personnel and Company Sales Team
  - Conceptualized and conducted Customer Contact Program 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.  
Sales Manager-  
Karnataka**

**22<sup>nd</sup> Jan'18-22<sup>nd</sup> Jan2020**

#### **Key Result Areas:**

- Entrusted with the responsibility of handling:
  - Launching of Farm And OTR Tires In Karnataka
  - 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 tires in their counter. Even I made them to remove Factory fitted tires and fit our brand tires 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 tires 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.**  
**Area Manager-HUBLI**

**Aug'15- Jan'18**

#### **Key Result Areas:**

- Entrusted with the responsibility of handling:
    - Two Depo (Hubli, Hospet)
    - Training and leading the team, providing discipline and performance feedback
    - Customer contact program (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 tires in the Market
  - Appointing the Distributor for Sales of Two Wheeler tires
  - 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 Construction , KNR Infra,
- Successfully appointed the Two Wheeler tire 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 tire with 3 distributor
- Conceptualized and conducted Customer Contact Program 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

**Birla Tires, Hubli**  
**Lead Sales**

**Jun'14-Nov'14**

**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 program(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 Program 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 Tires 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

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<b>Tyresoles India (Pvt.) Ltd., HOSPET</b> <b>Marketing Officer</b>	<b>Jan'05-May'07</b>
<b>Hindustan Lever Ltd., BANGLAORE</b> <b>Prospecting Officer</b>	<b>Jun'04-Dec'04</b>
<b>Hutchison India Pvt. Ltd., BANGLAORE</b> <b>Business Development Executive</b>	<b>Dec'03-May'04</b>

## Academic Details

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- 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 1999-2001'

## IT Skills

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

## Academic Project

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

## Personal Details

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Date of Birth: 13<sup>th</sup> May 1981  
Marital Status: Married  
Permanent Address: 22<sup>nd</sup> Ward, Sai Colony, SAMRUDDI Nilaya, Hospet- 583201  
Languages Known: English, Hindi, Kannada, Telugu and Marathi

## Declaration

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

D.Gurubasavaraja

Date :

Place :