**MOHAMMAD SIRAZUDDIN**

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**EXPERIENCED AUTOMOBILE SALES PROFESSIONAL – TYRE RETREADING AND PATCHES/RETREADING/RUBBER MATERIAL/TOOLS AND REPAIR MATERIAL SALES**

***~ Relationship Builder ~ Successful Sales Performance ~ Market Knowledge ~ ~Administration~ ~Operations~ ~Stores operations~ Inventory~***

**========================================================================================**

**Resigned and relieved from M/s Unipatch Rubber Ltd in Chennai in the year Apr 2023 due to personal reasons.**

**Looking for job opportunity in Hyderabad.**

* **Over 30+ years of successful sales experience in the automobile industry with 7+ YEARS experience as a Regional Head for South India(Area Manager-South) and 4+ years of experience of being a Senior Branch Manager and 8+ Years of Experience of being a Branch Manager for sales and Marketing activities.**
* **Rigorous knowledge of branch/territory/Region wise sales & Marketing operations & activities.**
* **Experience in developing sales strategies, Motivation for Sales, Selling to Customer Needs.**
* **Successfully supervised and assisted Sales personnel in the company to achieve their given target.**
* **Successfully handled Stores operations/Inventory results sales improvement and profitability.**
* **Proved Strong leadership skills which helped organization in getting an excellent public image.**
* **Skilled in supervising branch staff and guiding/training newly appointed staff.**
* **Sound ability to coordinate with all departments to meet customer’s requests effectively.**
* **Dedicated, self-driven individual with a positive attitude; strong decision-making, team management, interpersonal skills, Financial Skills, Documentation Skills, Listening, and Verbal Communication.**
* **Fluent in English, Telugu, Hindi, Urdu, Tamil and Kannada for interacting with a multicultural customer-base.**

|  |  |
| --- | --- |
| **English** | **Read, Write and Speak** |
| **Telugu** | **Read, Write and Speak** |
| **Hindi** | **Read, Write and Speak** |
| **Urdu** | **Read, Write and Speak** |
| **Kannada** | **Speak** |
| **Tamil** | **Speak** |

**Employment Chronicle**

**Area Manager - South (Regional Head)**

**2015 to till date**

**Responsible for Sales and Marketing activities and overall Region development.**

**(Tamilnadu, Pondicherry, Kerala, Telengana, Andhra Pradesh and Goa)**

**Unipatch Rubber Limited(Khemka Group) in Chennai, Tamilnadu, India**

**Senior Branch Manager 2011 - 2015**

**Sundaram Industries Ltd(One of the TVS group) in Vijayawada, Andhra Pradesh, India**

**(Krishna district, Guntur district, Ongole, Ananthapur, Kadapa, Khammam, Karimnagar,**

**Adilabad, Nellore and part of West Godavari district)**

**Branch Manager 2005 - 2010**

**Sundaram Industries Ltd(One of the TVS group) in Rajahmundry, Andhra Pradesh, India and Mysore, Karnataka State, India.**

**( Rajahmundry: East and West Godavari districts)**

**(Mysore: Mysore district, Chamrajnagara, Mandya, Coorg, Channapatna, Hassan districts)**

* **Overall responsible for the given territory sales improvement.**
* **Key role in running the given branch smoothly and in profitable level.**
* **Execution of given targets with financial discipline within a specified time.**
* **Ensure compliance to company systems and procedures.**
* **Ensure to provide quality to the customers and monitoring it time to time by reducing claims and job defects. Also ensure timely delivery the Quality product by Factory.**
* **Ensure to timely deliver the products to the customers.**
* **Recruitment and ensure to get trained the staff well as per the requirements of the company. Create, develop and manage teams of sales persons, independent sales executives and account managers.**
* **Guide and mentor employees of all sections like shop floor, office and sales/marketing. Ensure coordination among them.**
* **Ensure to keep good House Keeping.**
* **Ensure to get timely/necessary required documents/certificates/licenses by the Government by coordinate with Government departments/officials.**
* **Conduct the seminars of our products and campaigns from time to time at various places.**
* **Monitoring & Analysing Market prices vis-a-vis competition.**
* **Fostered a robust sustainable network of customers in and around Vijayawada ie., total 7 districts of areas leveraging strong listening, presentation and closing skills to optimize sales results despite previously dominant competitor advantage.**
* **Managing staff levels to ensure that key target marketing areas are always covered.**
* **Accountable for MIS Generation, Budget Planning, Stock Management, etc.**
* **Recognized for consistently achieving and exceeding targets month on month.**
* **Built Dealer confidence by promoting end consumer promotion and regular activity and converting the lead to the dealer**

***Achievements***

* **Successfully handled the total Region i.e., Tamilnadu, Kerala, Karnataka, Pondicherry, Andhra Pradesh and Tamilnadu States in respect of Sales improvement. Its totally distributor net work and handling more than 100 distributors.**
* **Successfully handled the branches/territories Mysore, Rajahmundry and Vijayawada with good increased profit level (More than 100%)and smooth running by improving sales.**
* **Rajahmundry branch won the Best Financial discipline award for the year 2007-08, Best Runner Up Branch-II for the year 2008-09 and Best Branch award for the year 2010-11 for the remarkable sales.**
* **Taken BEST BRANCH MANAGER award for the year 2010-11 from the Management for the remarkable sales improvement.**
* **Successfully completed the renovation of the complete factory ( Plant Up gradation) with new machinery under my supervision. Also obtain the Branch Recamic certification (Innovative technology of Michelin tyre company tie up with TVS) on behalf of TVS, Vijayawada by guide and monitor our factory employees to ensure quality and proper technical training.**
* **Taken SUPER TREADER AWARD in SUNDARAM INDUSTRIES LIMITED, RAJAHMUNDRY branch for best sales.**
* **Managing the team of 2 Managers, 2 Asst Managers, 3 production Supervisors and 40 executives including operators, sales, etc. Also managing the dealers more than 15 in various territories like Mysore, Rajahmundry and Vijayawada.**

**Employment Chronicle :**

**Assistant Manager – Sales:(2002-2004)**

**Stanes Tyre and Rubber Products Ltd(one of the Amalgamations group companies)**

**Visakhapatnam, Andhra Pradesh.India.**

**(Visakhapatnam district, Vizianagaram, Srikakulam, Icchapuram districts)**

* **Key role in running the given branch/territory profitable level by increasing sales.**
* **Execution of given targets with financial discipline within a specified time.**
* **Ensure compliance to company systems and procedures.**
* **Ensure to provide quality to the customers and monitoring it time to time by reducing claims and job defects. Also ensure timely delivery the Quality product by Factory.**
* **Ensure to timely deliver the products to the customers.**
* **Guide and mentor employees of all sections like shop floor, office and sales/marketing. Ensure coordination among them.**
* **Ensure to keep good House Keeping.**
* **Ensure to get timely/necessary required documents/certificates/licenses by the Government by coordinate with Government departments/officials**
* **Finally over all responsible for the given territory sales achievements.**

**Managing Partner: 2001-2002**

**Hitech Tyre Retreading Company in Rajahmundry, Andhra Pradesh (Own industry)**

* **Make the company profitable within six months by improving sales by vigorous customer contacts and Increased customer base.**

**Sales Officer, Senior Sales Representative and Sales Rep: 1990-2000**

**Sundaram Industries Ltd in Rajahmundry and Visakhapatnam branches, AP, India**

* **Monitoring the sales team, Work along with them to achieve the target given by the company with financial discipline. Planning and execute the given targets.­­with them and convincing them by attending their complaints/queries timely.**
* **Increase the customer-base.**
* **Conduct the campaigns for marketing the new products.**
* **Over all responsibility of the given territory for direct individual sales.**

**TRAININGS :**

* **Undergone training in all the sections of factory by Michelin Company Technicians like Buffing, Skiving, Billing, Enveloping, and PCI.**
* **Undergone various training programmes like marketing strategies, credit discipline etc. from time to time by TVS.**
* **Taken Credit Management training and many a times taken training regarding Marketing and etc.**

**Education:**

* **Master of Business Administration Post Graduation from NIBM in Marketing.**
* **Bachelor of Arts (BA) Graduation from Andhra University in the year 1996 in History, Public Administration, and Political Science.**
* **Computer Skills: Standard word processing and Excel spreadsheets Microsoft office-98/xp/2007,Microsoft PowerPoint, Operating system-XP/VISTA/WINDOWS ULTIMATE -7. Familiar with SAP also.**

**Personal profile**

**Date of Birth: 3rd April 1969.**

**Married Status: Married and blessed with two daughters and one son.**

**Mailing Address: 2-3-528/C1/C2, Flat No.402, 4th Floor, Cholet Apartment, Amberpet, Near Amberpet Polytechnic Bus stop, Amberpet-Ramanthpur Main road, Hyderabad – 500013. Telangana, India.**

**(MD. SIRAZUDDIN)**