**PERSONAL INFORMATION****RATHANKUMAR JAGUVA RAJARAM**

 4/425, Manicka Vasagar Street, Sada Siva Nagar,

Anna Nagar, Madurai-625 020.

 +91452-2530661  +91 97902 97954  rathanlotus@yahoo.co.in

Sex Male | Date of birth 29 November 1975

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| **OBJECTIVE**      **WORK EXPERIENCE**    June 2014 – Present  Mar 2013 – Jun 2014    Feb 2008 – Mar 2013    Feb 2005– Jan 2008    Mar 2000- Jan 2005 | Devoted and organized individual with 19+ years experience in analyzing marketing and promotional activities; and soliciting new client relationships with aim of increasing sales department effectiveness with experience in Channel Management, Distribution Management Retail Management and Team Management.    **Area Sales Manager,** SLN Group of Companies Pvt. Ltd *(LEVISTA COFFEE)*  *Madurai, Ramnad, Theni, Dindigul, Virudhunagar, Tirunelveli, Tuticorin, Kanyakumari* ***(India)*** - Month on month, I hold the position ***Hall of Fame*** member at Levista for the last 2 years. - Consistently achieved Sales Target given by the company and received Certificate from the employer.   * The ***Star Performer*** of November 2017 Certificate was received from the employer for exceeding the SKU target. * Increased the revenue from initial status to INR 2.50 Cr within 2 years from the date of joining.     **Sr. Sales Executive,** AFRUS Industries Ltd *(Beverages Industries)*  ***Kumasi, Accra. (Ghana Country)***   * Exaggerated the goal set for success given by the company. * Appointed 3 Dump Point's in ***Yeji, Sunyani, Kintampo***. * Increased productive outlet base from 1850 to 2320 and build up the volume by increased outlet base from 24,000 c/s to 40,000 c/s. * Ensure 100% coverage with 80% Cooler Purity through Route ride.   **Growth Officer,** Frooti Beverages *(A Unit of Parle Agro Pvt. Ltd)*  *Sivaganga District* ***(India)***   * Successfully Appointed 1 Super stockiest & 9 Distributors in my territory. * Build up the volume in my territory (Sivaganga) from 38,000 c/s 62,000 c/s in 2009. * Maintaining 40% share in Beverages segment. * Strengthens and improves upon relationships with existing clients and customers, including suppliers, vendors, and other members of the company’s value chain.   **Sales Executive,** Poornam Beverages Pvt. Ltd *(KINLEY Mineral Water)*  *Kanyakumari, Tirunelveli & Tuticorin Districts* ***(India)***   * Successfully Appointed 2 Super stockiest & 16 Distributors in my territory. * Build up the volume from 85,000 c/s to 120,000 c/s in 2007 and increased the outlet base from 5500 to 6450. * Managed and supervised all sales and services in selected convenience stores. * Assisted the Store Managers in day-to-day operations and maintenance of the stores.   **Sales Trainee,** Hindustan Coca Cola Marketing Co. Pvt. Ltd |

*Madurai District* ***(India)***

* Successfully achieved my targets and appointed 6 Dump Point's in Madurai.
* Increased the outlet base 1150 to 1520 and build up the volume from 50,000 c/s to 73,000 c/s.
* Build network in person and via phone with key decision makers in a designated territory.
* Develop and maintain effective working relations with key customers.

# LANGUAGES



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| UNDERSTANDING | | SPEAKING | | WRITING |
| Listening | Reading | Spoken interaction | Spoken production |  |

English

Hindi

Malayalam

Tamil



# ORGANISATIONAL / MANAGERIAL SKILLS -

* Identified trends and business development opportunities in assigned territory.
* Develop an overall business plan, including sales strategies and profit goals.
* Performing territory and sales analyses, assessing the results and adjusting sales strategies accordingly.
* Perform Sales Visits by visit potential and current clients in order to provide product information.
* Securing both individual sales and contracts, depending on the company and product, and deals can be made over the phone, through email or in person through sales visits.
* Build and maintain key relationships with potential and current clients.
* Form new relationships with potential clients and follows up with potential and current clients through phone, email and sometimes regular visits.
* Manage and deliver revenue targets - *Primary, Secondary & tertiary*
* Develop and generate revenues in the assigned cluster as per set targets
* To ensure the width of distribution and coverage through the retailers and channel partners for replenishments and servicing.
* Formulating business plan and executing them in line with the organizational objectives - Deploying marketing activities in the market place to ensure the market leadership.
* Working closely with other departments for smooth sailing of sales function.

**COMPUTER SKILLS -** - Proficient in most Microsoft Office™ tools (Word™, Excel™, Access™ and PowerPoint™)

* Competent with Adobe Reader™, Tally™ and CRM™

# ADDITIONAL INFORMATION

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| Passport Number | P7210647 | Nationality INDIAN |
| Passport Validity  **REFERENCES** | 05 Feb 2027 |  |
| **Mr. Ragunath U.G (93452 60606)** |  | **Mr. Athiveerapandian P (99433 92211)** |

**SLN Group of Companies Pvt. Ltd** *(LEVISTA Coffee)* **Poornam Beverages Pvt. Ltd** *(KINLEY Mineral Water)*

Regional Sales Manager, Kushal Nagar, General Manager, Coimbatore

Karnataka, India.Tamilnadu, India.

Date:

Place: **Rathankumar Jaguva Rajaram**