**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**