

Ragavendhran Srinivasamurthy

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AREA OF EXPERTISE

Sales Management
People management
Project Management

MANAGEMENT TOOLS

MS-Office Sales
force

EDUCATION

M.B.A (Marketing
69%)

INDUSTRY EXPERIENCE

Sales & Marketing

PRESENT ADDRESS

183, Thiruvalluvar Street,
Maharani Avenue, Phase 1,
Vadavalli, Coimbatore –
641041.

LANGUAGES KNOWN

English & Tamil (R/W/S)
Kannada& Malayalam (S)

DOB : 01-06-1984

SUMMARY

Sales Manager with 5+ years of management experience and 18+ years of Sales and Marketing Experience.

- Achieve growth and hit sales targets by successfully managing the sales team.
- Design and implement a strategic business plan that expands company's customer base and ensure strong presence.
- Own recruiting, objectives setting, coaching and performance monitoring of sales representatives.
- Present sales, revenue and expenses reports and realistic forecasts to the management team.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.



Name of the Organization	Designation	From	To	Duration
Nestle Ind Pvt Ltd, Coimbatore.	Sr.Sales Officer	May 2005	June 2012	7 Years
Eastern Condiments Spices, Cochin/Coimbatore.	Area Sales Manager	July 2012	May 2020	7.10 Years
MB Global Hr Solutions, Coimbatore..	Operation Manager	June 2020	Jan 2023	3.6 Years
Aachi Masala Foods Pvt Ltd.	Audit & Sales Coordinator	Jan 2023	Feb 2024	1.1 Years
Sri Krishna Sweets Pvt Ltd, Coimbatore.	Zonal Manager	Apr 2024	-	Till Date

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WORK EXPERIENCE

Nestle India:

- Set monthly, Quarterly and yearly target for Distributor.
- Achievement & monitor progress of Redistribution value and volume targets.
- Inspected the sales target in each outlet.
- **Ensure product availability at all relevant channels through the distributor sales.**
- Ensure continuous development of the assigned area and addition of new outlets.
- Monitor and minimize the level of Bad goods returns.
- Monitor Distributors overhead expenses & profitability (ROI)

Eastern Condiments Spices :

- Identify newer opportunities for spices and masala category with respect to Geography, New Segments, Premiumization
- Ensure assigned category delivers with respect to volume, market share and margins
- Monitor and minimize the level of Bad goods returns.
- Monitor Distributors overhead expenses & profitability (ROI)

MB Global HR Solutions:

- Enrolling new clients of Industries and Manufacturing unit.
- Handling the complete Employee life cycle Management of Contractual Staff.
- Preparing HR letters /documents/certificates as per requirement.
- Handling queries of Employees (New Hires, Existing, and Exit Employees).
- Final Settlement process, Exit process & Reliving process

Aachi Masala Foods Pvt Ltd:

- **Audit Observation** at Super Stockiest and Agencies. Verify physical stock verification with system.
- Check with company schemes, margins and godown maintain. Covering damage, expiry, return stocks calculation.
- Market audit visiting outlet display promotion, Product availability.
- **Sales coordinator**, TN,Karnataka,KL,Ap,Telungana and Maharashtra On roll & off employees TA & DA second Level verification and approval.
- TN,Karnataka,KL,Ap,Telungana and Maharashtra Super stockiest, Agencies Schemes , Modern trade claims and F&F second level verification and approval.
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Sri Krishna Sweets Pvt Ltd : (Coimbatore Zone)

- **Handling Branches and assigning monthly target.**
- Achievement & monitor progress of branch and sales staff value and volume targets.
- Inspected the sales target in each outlet.
- Assigned Daily Indent vs Production availability in all branches.
- **Ensure product availability at all branch high value sales.**
- **Ensure continuous development of the assigned area and addition of new outlets.**
- Monitor and minimize the level of Bad goods returns.
- Monitor branch overhead expenses & profitability (ROI)
- **Monthly reports (MIS) & Monthly market tracker. Conducting MRM (Monthly Review Meeting)**