

# RESUME

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## V. DHANAPAL. B.Sc ( Agri).,

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## SUMMARY OF RESUME

Regional Sales Manager with 25 years of experience developing sales& product marketing. Excel in managing a sales team, problem solving, and follow-through capabilities. Demonstrated ability to manage and motivate cohesive teams that achieve results. I have 24 years experience at various level from Sales officer to **Regional Sales Manager** for more than one state. I can create an excellent Sales &marketing team with an excellent Dealer& Distributor network for the great success year after year.

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## HIGHLIGHTS

- ❖ CREATIVE
  - ❖ LAUNCHING ATTRACTIVE SCHEMES
  - ❖ COORDINATION WITH TEAM,TRADE,HO
  - ❖ TIMELY STRATEGIC PLANNING
  - ❖ STRONG LEADERSHIP
  - ❖ STRONG MARKET SENSE
  - ❖ PROBLEM SOLVING
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## MY STRENGTHS

- Solving the farmer & Dealers problems with appropriate solutions.
- Willingness to travel any extend & to learn new concepts & Languages.
- Willingness to work anywhere in South India
- Good levels of enthusiasm and self confidence
- Friendly approach with all.
- Kind and Attractive personality

## PERSONAL PROFILE

Father's Name : A. Vadivel  
 Date of Birth : 08.04.1974  
 Religion : Hindu, Nagaram chettiyar.  
 Languages Known : Tamil, English & partly Telugu.  
 Marital Status : Married & having 2 kids.  
 Present Salary : 15.60 Lakhs per Annum  
 Team Size Handled : 6 Sales Officers & 16 MDO s  
 Max. Turnover Handling : 24 Crores  
 Max. Business growth : 1.5 crores to 24 Crores in 5 years period in Dhaanya seeds P Ltd

## EDUCATIONAL QUALIFICATION:

Qualification	Institution	Year of Passing	Marks Obtained
+2	Little Flower HSS. SALEM	1993	1009/1200
B.Sc., (Agri)	TNAU Trichy	1998	7.3/10
Diploma In Copmuter Application	Power Infotech	2009-2010	"A"

## ADDITIONAL TRAININGS

Sl no	Name of the Training Programme	Month/Year	Place	Firm
1	Fertilizer Orientation Programme	Dec 1997	Trichy	The Fertilizer Association of India
2	Selling Skills Course	Aug 2009	Lonavala	Syngenta I Ltd
3	Agri Clinics & Agri Business Training	July 2012	Pondicherry	National Institute of Agri.Extension Management
4	Sale & Leadership Development Program	Nov 2014	Jamshedpur	XLRI, Jamshedpur
5	Accelerated Leadership Program	Mar 2019	Hyderabad	Shriram Bioseed Genetics

## Work Experience

Sl no	Organisation	Position	Period	Area Covered
1	Rasi Seeds Ltd.,	Sales Officer	01.02.1999 to 30.10.2005 ( 6.8 years)	Kanchipuram Thiruvallur Vellore T.V. Malai& Chennai. Dindigul, Theni Madurai, Ramnad&Sivagangai.
2	Mahyco Seeds P Ltd	Territory Sales Manager	From 01.11.05 to 30.08.2008 (2.9 years)	Entire North Tamilnadu
3	Syngenta, I Ltd ( Veg Seeds business )	Territory Sales Manager-TN	01.09.2008 To 30.09.2010 ( 2 Years)	Covered Tamilnadu for Veg seeds.
4	Foliage Crop Solutions P Ltd, Chennai (Spic Limited -Seeds Division)	State Marketing Manager (SMM-TN)Tamilnadu& Kerala	01.10.10 to 26.07.12 ( 1.9 years)	Covered Tamilnadu, Pondy, Kerala.
5	Dhaanya seeds Limited (Metahelix Life Sciences Limited)(A Tata enterprise)	Regional Sales Manager (TN & Kerala)	27.07.12 to 30.06.17 (5 years)	Regional Sales Manager for Tamilnadu& Kerala handled both FC & Veg seeds

6	Sea6 Energy P Ltd	Regional Sales Manager	01.07.2017 to 30.06.2018	Tamilnadu & Kerala (Handled PGR business)
7	Coromandel International Limited (Fertilizer Business)	Regional Sales Manager	01.07.2018 to 10.12.2018	South Tamilnadu business for Direct fertilizer (Handled PGR , Speciality nutrients)
8	Shriram Bioseeds Genetics	Regional Manager Tamilnadu	11.12.2018 to March 2021	Handling TN & Kerala for Veg seeds Division business
9	Sthayika Seeds P Ltd ( Start up by former Director of Dhaanya Seeds P ltd)	Regional Sales Manager Sales, Marketing & Operations Head.	April 2021 to Till Date	Handling TN & Kerala for both FC & Veg seeds Division business.

### ACHIEVEMENTS

- ❖ Participated in **two TV programs** (Pothigai TV) for mass awareness of farmer's especially BHENDI & BRINJAL Vegetable farming in Tamilnadu.
- ❖ Maintaining more no of Distributors and large area effectively and maintaining an excellent relationship with all my Dealers & Distributors.

#### Major Achievements in Rasi Seeds

- ❖ Conducted lot of field days, demos, Trials etc, for establishing the company and products with close contact with leading farmers, Dealers, AO s, ADA s, JDA s and with Minister of Agriculture for TN

#### Major Achievements in Syngenta I Ltd

- ❖ Achieved 7 Crores businesses in 2010 in Syngenta (Veg Seeds) against 3 Cr in 2009.

#### Major Achievements in Foliage Crop Solutions P Ltd

- ❖ Achieved 100 mt in 2010-11 of maize sales against 20 MT of 2009-10, and achieved 1500 kg of Water melon against 300 kg, 10 mt of sunflower against 2 mt in the **Foliage Crop Solutions P L.td** Idid 10 Crores businesses against the target of 6 Crores in 2011-12 sales year.

### MAJOR ACHIEVEMENTS IN DHAANYA SEEDS LIMITED

- ❖ I reached 2 lakhs customer/Farmer base during 2016-17 for Maize. Many RSM s joined & ran, they unable to streamline the business, I joined, streamlined the state and created a firm business & created

a mass brand in Dhaanya, all over Tamilnadu.

- ❖ During 2012 no dealers respected Dhaanya and even they won't provide chairs also to sit during market visit. Before me 5 RSM s joined and ran away, they couldn't streamline the business, I took it as a personal challenge and streamlined & made Dhaanya seeds as a leading seed company in TN.
- ❖ When I joined in the year **2012 the turnover was 1.5 crores** with lot of disputes in the market, I streamlined all the disputes and streamlined and laid the strong pillars for the future business & grown **during 2017 the turnover was 22 crores.**
- ❖ I appointed T-Stanes as a CNF & Distributor and initiated single window distribution in Tamilnadu
- ❖ Created a mass brand image for Maize-8255, Paddy-Akshaya, Bajra-7882, Watermelon- Maharaja, Coriander- Divya, Cotton- Ajooba etc.,
- ❖ Watermelon Maharaja all over India sales was 2000 kg, in which 1500 kg sold in Tamilnadu FY 16-17
- ❖ Created strong sales team, Field force & become an equal competitor to many MNC Corn hybrids. In perambalur without Maize 8255 running a retail would be difficult, which I created from the farmers end.

### **Declaration**

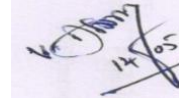
I hereby declared that the above said information's are true to the best of my knowledge.

Thanking You.

DATE: 27.05.2025

yours truly,

PLACE: Tamilnadu



**V.DHANAPAL**