



**MADHUKIRAN  
BALAGONDA**

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### Career Objective

To succeed in all aspects of my life and to deliver my duties with the best of my capabilities, dedication, discipline & efficiency & to become. A Valuable asset to the organizational serve.



### Languages Known

	Read	Write	Speak
Telugu	•	•	•
English	•	•	•
Hindi	•		•
Kannada			•



### Education

Course	Institution	Year of Passing	Percentage of Marks
MBA (ABM)	Institute of Agribusiness Management, Bikaner (Rajasthan)-SKRAU	2017-19	67.80
B.Tech- Agriculture	College of Agricultural Engineering, Madakasira (AP)-ANGRAU	2016	73.33
Senior Secondary	Narayana Junior College Board of Intermediate		
	Education- AP	2012	90.7
Secondary	Jawahar English Medium High School, Board of Secondary Education	2011	87.4



### Work Experience

- **Organization** - MOSAIC INDIA PRIVATE LTD.
- **Post** - Territory Manager - Sales & Marketing
- **Duration** - November 2022 - Present
- **Area** - Complete Telangana State
- **Key Responsibilities** -
  - o Market Research, Gap Analysis and Handling Sales in Telangana State
  - o Cost Optimization in Bulk Business, Team and Inventory Management
  - o Nutrient & Crop based Promotion, Crop Cluster designing
  - o Product Launch Programmer and Sales driven Scheme designing
- **Organization** - Chambal Fertilizers and Chemicals LTD.
- **Post** - Assistant Manager-Marketing
- **Duration** - March 2021 - October 2022
- **Area** - Visakhapatnam (Andhra Pradesh)
- **Key Responsibilities** -
  - o Network Building and Market Analysis
  - o Product Fitment and Channel Management
  - o Channel Analysis and Establishment
- **Organization** - RASI SEEDS PVT. LTD.
- **Post** - Territory Manager - S&M (FC)
- **Duration** - May 2019 - March 2021
- **Area** - Chitra Durga (Karnataka), Karimnagar (Telangana)
- **Key Responsibilities** -
  - o Planning, Execution and Monitoring of Sales & Marketing strategies
  - o Management of Product Supply
  - o Support to Product Development Team



### Hobbies

- Playing badminton, Table Tennis, Chess, volleyball



### Computer Knowledge

- Working knowledge of Windows, Advanced Excel in MS Office



### Live Project

- **Organization** - RASI SEEDS PVT. LTD.
- **Project Title** - To bring insights and formulate a strategy to increase field crops market share in Mahabubnagar, Nagarkurnool, Wanaparthy & Vikarabad Districts of Telangana
- **Duration** - January 2019- March 2019
  - **Areas** - 5 Districts of Telangana
- **Key Learnings** -
  - o Got the knowledge of SSG Market & Dynamics
  - o Understanding the stakeholder's viewpoint by evaluating buying behavior
  - o Identification of suitable promotional models to penetrate new products.



### Summer Internship

- **Organization** - Mother Dairy
- **Project Title** - Analysis of Processing and Marketing Litchi based value added products in Muzaffarpur, Bihar
- **Duration** - 7<sup>th</sup> May to 30<sup>th</sup> July, 2018
- **Areas** - Muzaffarpur district of Bihar.
- **Key Learnings** -
  - o Patterns in regions, creation and profitability of various assortments of Litchi in Muzaffarpur locale
  - o Qualities of various assortments of Litchi in Muzaffarpur region
  - o Breakdown of esteem chain for various assortments of Litchi in Muzaffarpur area.



### Extra-Curricular Activities

- Won prize in chess Championship at university level
- Participated in Eenadu Chess Championship event in 2009 at Anantapur, Andhra Pradesh
- Participated in NSS conducted and organized by college of Agricultural Engineering, Madakasira at Nilakantapuram, Anantapur District, Andhra Pradesh



## Academic Achievements

- **Organization** - IISWC- Indian Institute of Soil & Water Conservation, Ooty
- **Project Title** - watershed Delineation of Kurthukuli Sub Watershed
- **Duration** - 1<sup>st</sup> June, 2015 to 30<sup>th</sup> September, 2015.
- **Areas** - Kurthukully, Coonor areas of Niligiri district of Tamilnadu.
- **Key Learnings** -
  - Theoretical & practical training on Hydrology Parameters, Survey & Levelling & total station, Computation of erosion index, Gabion structures
  - Design of Soil and Water conservation measures, Computation of watershed characteristics, Design of water harvesting structures
  - Integrated watershed management, Rainfall Analysis in Excel, Data recording at Meteorological observatory, Runoff chart analysis, Application of GIS, GPS, DGPS and Remote sensing in Soil and Water Conservation



## Other Experiences / Trainings

- Experimental learning programme in JAIN IRRIGATION SYSTEMS LTD. Hyderabad, Telangana from 1<sup>st</sup> August, 2014 to 31<sup>st</sup> August, 2014.
- Practical Training in college regarding soil and water conservation measures from January, 2016 to April, 2016 at Anantapur District., Andhra Pradesh.
- 15 Days Industrial outreach programme in APMC Mandi, Bikaner, Rajasthan to study 'Functioning of New Anaaj Mandi and Sabzi Mandi, Bikaner
- Two days Digital Marketing workshop at Cognizance-2017-18, an IIT Roorkee Event, organized by Skill Hub InfoTech, held at IABM, Bikaner, Rajasthan from 13-14<sup>th</sup> March, 2018
- Four days workshop on "Supply Chain Management" as a part of The Red Brick Summit-2017, conducted by PepsiCo at IIM, Ahmedabad from 29<sup>th</sup> September to 2<sup>nd</sup> October, 2017
- Four days workshop on "Commodity Trading" as a part of The Red Brick Summit- 2017, conducted by NCDEX at IIM, Ahmedabad from 29<sup>th</sup> September to 2<sup>nd</sup> October, 2017
- Four days workshop on "Use of Information & Communication in Agriculture sector" as a part of The Red Brick Summit-2017, conducted by Digital Green at IIM, Ahmedabad from 29<sup>th</sup> September to 2<sup>nd</sup> October, 2017
- Participated in Investor Fair Organised By National Stock Exchange at Bikaner
- Attended International conference on 'Food Processing' at AgroWorld 2018, IARI, New Delhi from 25<sup>th</sup> to 27<sup>th</sup> October, 2018 organised by Indian Council of Food and Agriculture
  - Attended workshop on 'Personal Branding' organised by National Agricultural Higher Education Project (NAHEP) in association with SkillHub Infotech held at IABM Bikaner from 21<sup>st</sup> to 22<sup>nd</sup> November, 2018