



Mukkapati Ramana Kumar

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Location:Guntur, AP

Working as Area Business Manager in the Agri input industry by focusing on supporting team needs through hard work and skilled performance. I am passionate to work in an organization where I can show my talent and enhance my skills to meet the goals and objectives with full integrity

Work Experience

Rasi seeds Pvt Ltd 2012-09-25 till Present

Territory Sales Manager, Khammam, Nalgonda

- Responsible for sales, marketing, planning and execution with in the territory
- Developed and managed efficient distribution network for sales
- Contributed to the annual sales and marketing plan
- Created new territory of nalgonda for the increase of sales volume

Territory sales manager (2014 - 2020) Khammam

- Responsible for sales and marketing activities and successfully achieved the turn over of 3.7 lakh packets
- Monitored sales data and updated with current market trends and customer needs
- Established, maintained and expanded customer base

Area sales manager (2020 - Till) khammam and Kothagudem

- Promoted as sales manager for entire Khammam district and created new territory kothagudem for increase of sales volume
- Maintained trained and motivated existing team to drive sales growth
- Developed efficient and creative sales and marketing Strategies for assigned territory and target setting for sales team

Key Achievements

- Received Rapid growth award in national sales conference in 2017 for the bussiness growth of 66k packets to 1.62 packets
- Achieved sales of 2.93 Lakh packets with Zero sales return by business with 230 channel partners and 9 Distributors
- Trailed Rasi magic in Rabi in Khammam in entire state visited by Minister of Agriculture and Govt officials
- Being a pioneer in the Territory in the sales & marketing in Khammam district since 6 years
- Conducted Rasi mitra and MRF meetings with high potential farmers in Khammam district
- Accomplished annual budget 2024 of rasi swift sales from 3k packets in 2023 to 1.6 lakh packets in 2024
- Received Swift sales award in 2024 in entire region

Shriram bioseed genetics 2 Years, 3 Months

senior sales supervisor, khammam, Nalgonda

- Effectively handled sales and marketing of seed business in the region of khammam and nalgonda
- Created and developed new innovative ways to communicate the company message to existing customers
- Contributed to the annual sales and marketing plan

Key Achievements

- Developed new product Yuva and increased 2x growth of sales of Gabbar and Bajrang

Vibha Agritech Ltd 2 Years, 10 Months

sales Executive, Khammam, Telangana

- Responsible for sales with a focus on liquidations jn the assinged areas
- Monitoring Team and weekly reports
- Contributed in the implementation of sales and marketing Strategies
- Organized and attended marketing activities or events to raise brand awareness

Key Achievements

- Achieved 5x growth in collectiong ABS compared with previous year
- Increased the sales volume of Dina and cash products in Khammam District

Vibha Agritech Pvt Ltd

sales officer, Vijayanagaram, Srikakulam, Rayagadh(Odisha)

- Responsible for sales, marketing and planning with in the territory
- Handling by balancing both sales and collections with in the set period
- Improved Dealer network, collections & Appointment of new dealers
- Conducting Delaer meetings for the launching of new products

2 Years

Key Achievements

- Achieved new single hybrid sales (Sigma) from 3000 to 15000 packets
- Improved sales in untapped markets like Rayagadh and Gunpur and bathili markets
- Improved Jowar and sunflower sale in Srikakulam district

Vibha Agrotech Ltd

Field Assistant, vijayanagaram, Srikakulam

- Responsible for Sales, Marketing and collection with in the Territory
- Done Field promotional activities such Field days and Campaigns kn the major villages
- Actively maintaining relationships with the retailers and focusing on timely placement and collections
- Reporting to Regional Manager based at Guntur

2 Years, 3 Months

Educational Background

Year	Examination	Institute	University	Score
2003	Graduation (Bachelor of Commerce (Accounts and finance))	Acharya Nagarjuna University , Guntur, AP	Acharya Nagarjuna Univery	60 %
2000	Class XII (XII Specialization (Commerce))	GVR & S Junoir College , Guntur, AP	State Board	553 Division
1996	Class X (General)	Adarsha Public School, Miryalaguda, Telangana	State Board of secondary education	340 Division

Interests

Cooking

playing Cricket

Soft Skills

Target Oriented

customer Relationship management

Team player

Adaptable

Technical Skills

Microsoft Office

Spoken Languages

English

Hindi

Telugu