

RAVI SRIHARI

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SUMMARY

Strategic agribusiness leader with 26+ years of proven expertise across India and Nepal in seeds, agrochemicals, and market development. Adept at driving revenue growth, launching new products, leading high-performing teams, and expanding into new geographies. Recognized for operational excellence and international business development including export operations to Nepal.

KEY SKILLS

- Strategic Planning & Execution
- Team Leadership & Development
- New Market Penetration
- Product Launches & Brand Development
- Export Operations (Nepal)
- Distributor Management
- Institutional Sales
- Campaign Planning
- MS Office Suite

EDUCATION

B.Sc (Agriculture), College of Agriculture, Rajendranagar, Hyderabad — OGPA: 7.04/10.00 (1995)

PROFESSIONAL EXPERIENCE

Regional Manager – South India | Amazon Seeds | May 2024 – Mar 2025

- Expanded vegetable seeds market across Telangana, Andhra Pradesh, and Tamil Nadu
- Appointed C&F and initiated seed licensing in Andhra Pradesh
- Developed Amazon brand in chillies, muskmelon, and other vegetables

Regional Business Head – Bihar, Jharkhand & Nepal | Crystal Crop Protection Ltd | Nov 2022 – Jul 2023

- Led institutional sales, export operations, and team management

Regional Manager – Bihar, Jharkhand & Nepal | PI Industries Ltd | Apr 2017 – Sep 2022

- Achieved 200% growth in flagship products and increased sales from ₹8 Cr to ₹9.14 Cr
- Won Bangkok incentive trip for 2017 target achievement

Market Development Manager – Row Crops | Mahyco | Mar 2015 – Feb 2017

- Launched Suruchi brand hybrid paddy in Medak; led campaigns across Telangana, AP, Odisha

Territory Manager | Bayer CropScience | Jun 2004 – Feb 2015

- Managed sales and distribution across multiple districts in Telangana and Bihar
- Won multiple awards including Flying Falcon, King of Corn, and Zonal Business Excellence

Senior Sales Officer | Nuziveedu Seeds Ltd | Apr 1997 – Jun 2004

- Ranked among top performers in Western Telangana for sales growth and efficiency

RECOGNITION & AWARDS

- Flying Falcon Award (2007, 2013, 2014)
- King of Corn – 2009

- Spot Recognition Award – 2010
- Zonal Business Excellence EDGE Award – 2011
- Top Sales Growth & Liquidation Performance – Multiple Years

LANGUAGES

English, Hindi, Telugu, Maithili

INTERESTS

Coin Collection, Travelling