

SRINIVASU GUNUPURU

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Post for: SALES MANAGER/ MARKETING MANAGER



MANAGEMENT PROFESSIONAL: Sales and Marketing/Business Development.,

- Extensive business background with sound understanding of the basic framework of Operations
- Repeatedly produced sustained business and revenue growth in changing markets
- Possess an integrated set of competencies that encompass areas related to channel Development

PROFILE SUMMERY:

A seasoned professional with over 23 years of commendable success and knowledge in

Sales and Marketing
Channel Management
Branding Activities
Business Development
Team Management

- ✓ Responsible to supervising and managing all sales & marketing related operations at the Zonal level. This includes managing MDOs/Mos/PTs and working closely with Teams to plan and execute Sales and Marketing Activities in the Zone
- ✓ I am assigning to territories that are prioritized based on future growth potential, value, competitor strength and expected business benefit that offsets the incremental costs.
- ✓ Deliver results against the annual marketing plan through allocation of SO level marketing budget and monitor effectiveness of demand generation and trade promotion spends.
- ✓ Branding & Communication for the channel partners & Farmers of the area
- ✓ Segment wise ads Campaigns, organize demos, jeep campaigns, farmer meets,

Invite key Farmers, technical experts, opinion leaders.

- ✓ We have Launched new Products, PROPELL, MYTHRI, LANCIA , ARITHRI , FINIO, MAGNITE, OFFICER and branded the products in to Channels and farmers level ,

ORGANISATIONAL EXPERIENCE: 20+ Years

■ **VIKAS AGROS GROUP, RM PROD.DEV. AP Head. HQ : GUNTUR.**

■ **COROMANDEL INTERNATIONAL LIMITED – MARKETING MANAGER, HQ -VIJAYAWADA - ZONE, Covering ., 2017 to 2022 ,**

Krishna, West, East Godavari Districts, and Visakhapatnam, Vizianagaram and Srikakulam , Khammam , Bhadrachalam,

■ **CRYSTAL CROPPROTECTION PVT LTD _ RSM, HQ RAJAHMUNDRY, Covering East, West and North Coastal of AP (2015 – 2017)**

■ **RALLIS INDIA LIMITED, as Area Marketing Manager based at VIJAYAWADA., Covering Godavari, Krishna districts Guntur , Nellore & Telangana (Chilli Projects I/C)., (2008-2015)**

■ **Territory Manager, in BIOSTADT INDIA LTD. (WOCKHARDT)**

HQ RAJAHMUNDRY Covering, East and west Godavari ,NC Districts (2005-2008)

■ **Sr.Marketing Officer, DHANUKA GROUP, Bhimavaram, Covering Half part of West Godavari (1998-2005)**

ACHIEVEMENTS:

- Achieved best OD Collection and Sales in Crystal
- Achieved by expanding wealthy Channel Partners.
- Achieved 100% Collection every month within the Credit Period.
- Achieved 100% AOP every year in Rallis.
- We created awareness and establishment of Brand of New molecules

ERGON, TAKUMI, TAQAT, Nutrients RALLIGOLD, GEOGREEN high Value & Gross

Contribute products in Rallis. Coromandel, Crystal And in

Dhanuka Branding

the Ergon, Ralligold, Takumi, Geogreen, Tatabahar in Rallis, New Products Mythri, Officer,
Magnite, Fenio, Hexasrop and Platina in CIL ,

New products Azotrix , Billo, Missile, and Micro nutrients in Crystal ,

Validamycin, Kasugamycin , Dhanzyme, Caldon 4G , Sheathmar in Dhanuka

Improved Business by Appointed and Expanded wealthy Channel partners by doing
excellent Branding activities.

ACADEMIC DETAILS:

- ★ 1. **B.Sc., (Agri.), ANGRAU (AP Agri. Univ)**
- ★ 2. **M.B.A; Andhra University, Visakhapatnam.**

PERSONNEL DETAILS:

★ **DOB** : **1-01-1973.**

★ **Address** : **G SRINIVASU,**
C/O PAVAN KUMAR
2ND LINE AT AGRAHARAM,
GUNTUR ,

Reafferences :

1. Mr GVS Naidu
Bayer -Head Cotton,
Ph. 9963414443.

2. Mr. S Venkatapathi ,
Head South – Gharda Chemicals,
Ph. 9866696069,

3. CAS Naidu ,
Director -FMC, Bombay,
Ph: 9652341119.,

4. G V Ramana , Dhanuka

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