



Sirigireddy Mahendranath Reddy

Deputy Manager (S&M)

PROFILE SUMMARY

Leading a Dynamic profession in sales & marketing, implementing versatile and innovative strategies to achieve the Best.

Role and Responsibilities (Fertilizer Marketing) are Interacting with Dealers & Distributors (Contractors). introducing new product to the market, Market analysis, learning of geographic areas, Marketing research, right product to the right place & Sales of Fertilizers, Specialties like non-bulk and Crop protection chemicals. Conducting Market Development Programmers Like Interacting with Farmers, Giving field demonstrations, conducting Farmer training programs , Mega field days, introducing new product to the market etc.

Monitoring of Fertilizer DBT RO modules, Facing Mfms Challenges.

EDUCATION

Sep-2024

PMDE(Product management)

**Indian Institute of Management (IIM),
Visakhapatnam**

2016-2018

PGDM-ABM

Food & Agribusiness school

2012-2016

B.Sc. Agriculture

Annamalai University, Annamalai Nagar.

2010-2012

Intermediate

2009-2010

SSC 10th

WORK EXPERIENCE

Sep 2021 -
Present

Deputy Manager

Paradeep Phosphates (PPL) (Telangana)

Paradeep Phosphates limited is the one of the India largest fertilizers indigenous Manufacturer.

To generate and develop the sales and marketing of Fertilizers & Specialty products like non-bulk and Crop protection chemicals. **Contributing 25% regional target of Soil conditioner products like CMS and Zypmite plus (Gypsum based products),** Generating demand of the products. Achieved 4 consecutive years sales budget with 135% and growth over last year 205%.

PERSONAL INFORMATION

✉ **Email**
mahisirigireddy@gmail.com

☎ **Mobile**
(+91) 9490902074

📅 **Total work experience**
7 Years 7 Month

🌐 **Social Link**
https://www.linkedin.com/public-profile/settings?trk=d_flagship3_profile_self_view_public_profile

KEY SKILLS

Product management

Branding

Advertising

Business development

Team building

Customer focus

Innovation

Sales

Marketing

Creativity

Strategic thinking

Good communication

Leadership

OTHER PERSONAL DETAILS

City Khammam, Telangana

Country INDIA

LANGUAGES

- English
- Telugu
- Tamil
- Hindi

conducting Product development activities like Framer meetings, Field demonstrations, Crop seminars, Jeep campaigns, Field days, Soil sample collection. Maintained 120% Market development Adherence.

Introducing new product to market by lunching and conducting no.of demonstrations at field level , collecting farmer data in huge numbers to broad cast advertisements through WhatsApp group etc.

2018 – 2021

Marketing Executive (Ongole,Guntur-A.P)

Greenstar & SPIC fertilizers ltd.

Monitoring of Fertilizer Sales, marketing, Specialty sales and Development activities like FTP, Crop seminar, Jeep campaigns, Demonstration etc.

Monitoring of DBT in Fertilizers (MFMS), Accounting of Invoices daily basis etc.

Projects

Summer Internship (Parle-Argo)

Purchase trainee and monitoring of finished goods and Packing materials in mangoes pulp extraction plant.

Live Project (Jk-Seeds)

Farmer purchase intent survey of JKCH8836 is a cotton hybrid belongs to the JK-Agri genetics company.