

BALAMURUGAN K.

Site No 15, Ranga Nagar, Near KMCH Hospital, Sulur, Coimbatore-641402,
mobile -9944480895, Email: balamuruganagas@gmail.com

Objective:

A results-driven and experienced professional with a deep understanding of small internal combustion engines and agricultural machinery, bringing a proven track record of successful team leadership, market expansion, and technical expertise to drive growth and profitability in the region

Professional Experience:

DGM-Sales & Marketing – Renaissance Power Products Private Limited. Coimbatore – April 2013 to Till Date

- Successfully led a high-performing sales team across Tamil Nadu & Kerala, achieving consistent revenue growth of 30% year over year.
- Developed and executed strategic sales plans to penetrate new markets and increase market share, resulting in a 20% increase in customer base.
- Collaborated with cross-functional teams to provide technical support, resolve customer enquiries, and ensure customer satisfaction, leading to an increase in repeat business.
- Implemented effective training programs for sales representatives and dealers, enhancing their product knowledge and sales techniques.
- Monitored industry trends, competitor activities, and customer feedback to recommend product enhancements and stay ahead of market changes.
- Orchestrated product demonstrations, workshops, and seminars to showcase the benefits and features of various agricultural machinery products, contributing to sales and customer engagement.
- Successfully building dealer network
- Responsible for Testing of products and certification and various subsidy program

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Regional Manager – Briggs & Stratton -Coimbatore 2003 - 2013

- Led a dynamic sales team responsible for promoting and selling Power Weeders, Power Tillers, and other agricultural machinery.
- Exceeded sales targets consistently, resulting in the recognition as the top-performing team within the organization.
- Fostered strong relationships with key clients, distributors, and dealers, effectively expanding the company's presence and market reach. (Distributor:2 and Dealers 52)
- Conducted regular market research to identify emerging customer needs and preferences, adapting sales strategies accordingly.
- Collaborated with the product development team to provide insights and feedback from the field, contributing to the enhancement of product offerings.
- Worked in African Market for the company for 3 years as additional charge.

Sales Executive -CARS India Private Limited – Sales of O.E Spare Maruthi Suzuki

- Exceeded sales targets consistently, resulting in the recognition as the top-performing team within the organization.
- Fostered strong relationships with key clients, distributors, and dealers, effectively expanding the company's presence and market reach.
- Conducted regular market research to identify emerging customer needs and preferences, adapting sales strategies accordingly.

Education: DME

SKILLS:

- Sales and Business Development
- Market Analysis and Strategy Development
- Customer Relationship Management
- Technical Troubleshooting and Support
- Product Knowledge and Demonstrations
- Communication and Presentation Skills
- Product Testing & Certification & Subsidy Approvals IN different states

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PERSONAL INFO

Marital Status: Married

Hobbies: Reading Books

Languages Known: Tamil, English & Malayalam.

PACAKAGE:

Current CTC:9.2 Lakhs

Expected: As per Market Standards.

I hereby declare that all the information furnished above is true to the best of my knowledge

Date:

Yours sincerely
