

CH. MARUTHI KUMAR

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Marketing & Sales Assignments

Offers expertise Marketing/ Business development; proven ability in capturing new & emerging markets; new product launches.

Career Contour

- ⇒ **21 years** of experience in **Marketing, Channel Development, Team Management, and Business development.**
- ⇒ **Previously associated with INTERNATIONAL TRACTORS LTD (SONALIKA TRACTORS) as Deputy Area Manager for NELLORE, WEST GODAVRI Districts,** Expertise in charting out marketing strategies and contributing towards enhancing business volumes & growth.
- ⇒ A keen strategist with expertise in managing entire operations with key focus on the sales, Market share increase, retail process and optimal utilisation of resources.
- ⇒ Skilled in developing strong & sustainable relationships with executive decision-makers in target organisations.
- ⇒ Proficient in developing & streamlining systems with proven ability to enhance operational / administrative effectiveness and meet operational goals within the cost, timelines & quality parameters.
- ⇒ Skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
- ⇒ Possess excellent communication, interpersonal and relationship management skills.
- ⇒ Played a major role in appointing Dealers in AP and Telangana.

Employment Scan

- ⇒ **Since August 2021 to March 2022: INTERNATIONAL TRACTOR LTD (SONALIKA) Deputy Area Manager.**

KEY RESULT AREAS:

Product Promotion

- ⇒ Tracking competition initiatives and formulating anti-competition strategies for increasing sales and market share.

Event planning

- ⇒ New product launches, planning and execution of field related ATL & BTL activities for increasing brand awareness.

Brand Management

Marketing

- ⇒ Execution of Sales Promotion activities Demonstration, Local Mechanic meets combing operation to generate enquiries.

Marketing Co-ordination

- ⇒ Analysing the sales & market trends and Competitor study to devise product wise marketing strategies.

Business Development

Retail Management

- ⇒ Driving the dealers (after selection) in setting up its operations improving the influencers as per norms.

Team Management

Dealer Development

- ⇒ Expansion of Bank retails tie-ups for retail finance meeting the bank officials and tracking the process of the files

Previous Experience

⇒ **Since From June 2015 to July 2021: VST TILLERS TRACTORS LTD , Vijayawada as Assistant Manager**

⇒ **Significant Highlights:**

- ⇒ Succeeded in channel development by appointing dealers Krishna- Bhimavaram- Sanga Reddy-Eluru.
- ⇒ Achieved Highest ever volumes in Coastal AP – 576 nos.
- ⇒ Simultaneously worked as Implements Manager for AP & TS
- ⇒ Stood No: 1 in promoting compact tractors along with Implements – Raised Height Attachment, Reversible and Duck foot Plough, Mulch Laying Machines, Sprayers, Fogger Machines, Loader and Dozers and Trailers.
- ⇒ Initiated and key role played in promoting L-Blade Rotavators and convinced the Senior management for making TIE UP with M/s. TIRTH AGRO TECHNOLOGY PRIVATE LIMITED.
- ⇒ Initiated in making tie up with VST -ANGARU joint venture for developing Mini tractor Implements
- ⇒ Succeeded and maintained record of in dealers achieving 100 milestone with in FIRST YEAR of Inauguration of handled dealerships -Chittoor, Nandyal, Siddipet, Ongole, Krishna, Eluru.
- ⇒ Promoted as a Area In charge for Telangana State from 2017 to 2018 achieved ever highest sales in Direct sales gained volume of 256 no's over AP 250.
- ⇒ Succeeded in channel development by appointing exclusively of tractor dealers Khammam-Siddipet- Nizamabad – Bhongiri
- ⇒ Succeeded as Project Manager -leading 3 TM's in achieving 800 no's Mini tractors in RAYALASEEMA PROJECT
- ⇒ Having good relationship with Agriculture and Horticulture Departments and AP And TS Agros. – Succeeded in delivering tractors to RARS
- ⇒ Promoted and Worked as Sr. Sales officer from 2016 to 2017 IN AP – deliver ever highest 45 no's to Gram Panchayat In Krishna west Godavari and Kadapa Districts.
- ⇒ Worked as Jr. Sales officer from June 2015 to 2016. Succeeded in appointing dealers Nandyal, Ongole, Chittoor

⇒ **Since From July 2014 to May 2015 TAFE LTD, Vijayawada as Product Manager**

Significant Highlights:

- ⇒ Previously Looking after GUNTUR, WEST GODAVARI- TERRITORY AREA.
- ⇒ Succeeded in promotion of 41 to 50 hp range Products (5245,9000)
- ⇒ Timely educating DSP on product Development, conducting trainings
- ⇒ Succeeded in 65% coverage at 5 clusters of 15 mandals, dominating comp. sale.
- ⇒ Succeeded increasing average sale of MF 5245, 9000 tractors from 2 to 10 No's per month.
- ⇒ Succeeded increasing MF Tractors Market Share to 15% (41 to 50 hp range)
- ⇒ Major role played in product up gradation by feedback from customers.
- ⇒ Retained 5245 Rolling Cup for Kadapa.

⇒ **Since From April 2013 to July 2014 : TAFE LTD, Vijayawada as Company Sales Officer**

Highlights:

- ⇒ Previously Looking after KADAPA DEALER TERRITORY AREA.
- ⇒ Succeeded in appointing Good Manpower
- ⇒ Succeeded in 40% coverage at 15 mandals out of 51 mandals, dominating comp sale.
- ⇒ Succeeded increasing average sale of MF tractors from 5 to 18 No's per month.
- ⇒ Succeeded increasing MF Tractors Market Share from 3 % to 15 %.

Previous Experience

⇒ **Since From May 2010 to April 2013: MAHINDRA & MAHINDRA LTD, Tirupathi as Sr. Sales Officer**

⇒ **Highlights:**

- ⇒ Previously Looking after MADANAPLLI DEALER TERRITORY AREA.
- ⇒ Succeeded in appointing Good Manpower
- ⇒ Succeeded in 100% coverage at 15 mandals out of 24 mandals, dominating comp. sale.
- ⇒ Succeeded increasing average sale of Mahindra tractors from 5 to 18 No's per month.
- ⇒ Succeeded increasing M&M Tractors Market Share from 15% to 29%

⇒ **May 2007 to March 2010 in MAHINDRA & MAHINDRA LTD as Retail Executive**

⇒ **Highlights:**

- ⇒ Maintaining the Retail Cycle of Dealer as per M&M FES Norms.
- ⇒ Coordinator between Dealers and Bankers, NBFC s.
- ⇒ On Job Training to Dealer staff on Retailing open advance.
- ⇒ Conducting Finance Mela at Dealership.
- ⇒ Follow-up of Retail Team for pre and post disbursement of Tractor

Significant Highlights:

- ⇒ Reduced Retail Cycle Days from 45 days to 25 days for Chittoor District Dealers.
- ⇒ Initiated in tie up with M/s. SAPTHAGIRI GRMEENA BANK for CHITTOOR and NELLORE Districts.
- ⇒ Succeeded in 80 tractors cases delivered through tie up with M/s.INDIAN BANK, CHITTOOR, SRIKALAHASTHI and MADANAPALLE.
- ⇒ Convinced dealers for recruiting separate TEAM for RECOVERY of Dealer out standings.

Previous Experience

⇒ **April 2006 to April 2007 in VIJAYA TRACTORS (Dealer MAHINDRA & MAHINDRA LTD) as Sales Manager. Tirupathi**

HIGHLIGHTS:

- ⇒ Looking after 25 Mandals in District leading a team of 12 Executives including 2 Branches and a Sub Dealer achieving the targets with proper planning being a good communicator.
- ⇒ Expanding the network at uncovered areas, (Rompicherla, Yerravaripalem, Pakala, Ramachandrapuram)
- ⇒ Generation of enquiry by activity, enquiry follow-up and quality conversion.
- ⇒ Making fullest possible use of Executives Experience and Ideas.
- ⇒ Timely education and training Executives. Major concentration on retention of manpower in sales service and customer satisfaction.

Previous Experience

- ⇒ December 2003 to April 2006 in SRI RAM BAJAJ (Bajaj Two-wheeler dealership) as Showroom sales Manager, Tirupathi
- ⇒ April 2003 to November 2003 in BAJAJ AUTO LIMITED 2-wheeler Division as Discovery Marshal Commandant, Secunderabad.
- ⇒ Promoted as a Business Executive for M/s Sri ram Bajaj , Tirupathi from May 2002 to 2003.
- ⇒ Worked as Sales Executive for M/s Sri ram Bajaj, Tirupathi from 2000 to April 2002.
- ⇒ Worked as a Branch In charge – for M/s. Calcutta South Transport Company from 1999 to April 2000

Training and Achievements

- ⇒ Attended one week training programme at Mahindra & Mahindra Excellence Center at Nagpur on Tractor Basics and Sales Activities.
- ⇒ Undergone apprenticeship at A.P.S.R.T.C., Regional Works, Tirupati for one year (1996 – 1997).
- ⇒ Participated in Training Programme conducted by M/s. Mahindra & Mahindra Ltd., on Activity Sales as a part of Mahindra Sales System at Vijayawada.
- ⇒ To best of my performance M/s. Bajaj Auto limited as deployed as a **DISCOVERY MARSHAL COMMANDANT** for entire A.P. dealerships. To asst. check and training & auditing dealer staff.
- ⇒ Participated in all Training Programmes conducted by M/s. Bajaj Auto Limited for **BASS** programme and TPM process.
- ⇒ Stood No.1 in achieving weekly targets.

Scholastics

- ⇒ Diploma in Mechanical Engineering.
- ⇒ Basic Diploma in Trade Mechanical (NCVT)
- ⇒ SSC

IT Skills:

- ⇒ Proficient in using **MS Office (Word, Excel & PowerPoint).**

Personal Dossier

Date of Birth : 08th January 1976

Communication & Permenant Address: 20-495/10 Flat No 302, Sri Bhuvaneshwari Grand 3rd floor,
Murali Nagar main road, Ballem Vari Street
Vijayawada-520007
Andhra Pradesh

Languages Known: English, Hindi, Telugu and Tamil