

N. AMSARAJA

Professional Skills

Channel and corporate sales / Institutional sales / Non-trade commissioning dealership / Marketing and advertisement / Sales, collection and credit management / Supply chain / Customer management / Agriculture management / Dairy management

Computer Skills

MS Office

Academic Qualifications

- ✓ 2009: MBA from ICFAI
- ✓ 2005: B.Sc. from S.N.R Sons College
- ✓ 2002: HSC from TN State Board
- ✓ 2000: SSCL from TN State Board

Languages

Tamil, English

Personal Details

DOB/Age: 23-May-1985 / 37
Family status: Married, 2 kids
Current location: Theni, Tamilnadu

Contact

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Business Experience

Apr 2020 – Till date/ Entrepreneur

Agro Dairy Business, Theni

- # Established own agri and dairy business
- # Supply of vegetables, milk and ghee
- # Market linkages
- # Created brand for NIRAM PAAL

Nov 2016 – Mar 2020/ Proprietor

Amman Infra Developers/ K R Associates, Chennai

- # Established non-trade commissioning dealership business
- # Turned Cement Business volume of 1500 MT-2000 MT and a business turn worth around of Rs.1 Crore + with overall client backup of 115+
- # Dealing Customers like Individual Builders, Promoters, Contractors, Major Builder, Infra Companies, Paver and Hollow Block companies, Industrial Project, Approved PWD Contractors, Construction of own house Individual Customers and etc.

Corporate Experience

Apr 2014 – Nov 2016/ Sr. Sales Officer

Penna Cement Industries Limited, Chennai

- # Handled 5000-7000 MT total sales volume to the value of 3.0-4.5 Cr per month
- # Handled non-trade business of Chennai
- # Sales, Collection & Credit Management – Monthly & Annual basis
- # Establish and maintain good contacts with Specified Segment (Builders, Engineers & Project Associates & Corporate)
- # Generate Bulk/ Loose Cement Orders
- # Close tracking of upcoming projects on assigned markets
- # Maintaining existing key accounts, should develop new customers / key accounts on regular basis
- # Ensured timely collection of payments, C forms etc.
- # Support in ensuring, managing & co-ordination of prompt delivery of material
- # Market & Data Analysis
- # Materials follow up with factory, transporter & Rail movements
- # Preparing & Monitoring sales and collection report on daily basis
- # Regular submission of reports like daily report, weekly report, monthly report etc.
- # Engagement in promotion activities
- # Achieved overall 113% in sales and 102% in collection of FY-2015-16.
- # Average of 90%-100% achievement of Sales Target month on month of FY-2014-15.
- # Reduced the credits from 145 lakhs – Aug'14 to 83 lakhs – Mar'15
- # Reduced the average credit days from 45 days – Aug'14 to 15 days – Mar'15
- # Achieved 102% of target on Mar'15 & 118% target on Mar'16.
- # Ensured the entire achieved 100% targets on 2nd quarter of the FY 2015-2016
- # Contributed effectively and played a key role in T.N towards management changes on systematic new process of the entire business model

Aug 2012 – Apr 2014 / Area Sales Mgr.

Forbes Technosys Limited-Bradma, Chennai

- # Handled 1 Cr sales value through Channel and Corporate
- # Tapped all the channel & corporate customers and bring them in to the organization fold
- # Maintained company's brand Image and made it visible in the market
- # Promoted new products and services of the company in the market

**Jul 2010 – Jul 2012 / Sales Officer-Institutional Sales
Dalmia Cement (Bharat) Limited, Chennai**

- # Handled 3500 – 4500 MT per month
- # Captured new institutional customers and increased the customer size from 40 to approximately 170 new major customer like Puravankara Projects & Isha Homes & XS Real and INDU Projects & Tecton Engg and Construction-Kalpakkam and etc.,
- # Strong exposure in project customers/major builder's network/institutional customers/ready mix concrete units & industrial customer network in Chennai & across Tamilnadu

**May 2009 – Jun 2010/ Marketing Trainee-Trade
My Home Industries Limited (Maha Shakthi Cement)**

- # To arrange daily order booking in line with the pro-rata sales targets and Maintain credit control
- # Monitoring future Prospect (Dealers/Retailers appointment)
- # Making 7-9 nos. productive calls on daily basis.
- # Be updated about Competitors Prices & Schemes & Marketing activities.
- # Given a Growth from 500 Mt to 2000 Mt business in Central & North Chennai
- # Total territory Dealer network grown from 14 to 30 dealers.
- # Achieved 85%-100% target each and every month
- # Got good rating and appreciated as one of the best trainees in my batch.

**Mar – Jul 2008, Project Intern Trainee
The Times of India**

- # Generated marketing promotions, brochures, and exhibit case for Direct Selling.
- # Building new business clients to expand various selling activities to reach in the market.
- # Analyzes sales volumes, market share trends and competitive activity.
- # Coordinates Brand management with internal and external resources to achieve result like Trade promotion, sales and market research.