

Aravind S

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Seeking assignments in the domain of Marketing & Sales / Business Development/Channel Management with an organization of high repute

Professional Synopsis

- A result oriented professional with **nearly 19 years** experience in the area of Business Development, Relationship Management, Channel Management and Sales & Marketing.
- Demonstrated abilities to devise operational activities and accelerating the business growth.
- Sound knowledge tapping prospects, analysing their requirements, rendering guidance to the clients while maintaining cordial relations with them.
- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities.
- Proficient in product promotions for enhancing the brand image and visibility through establishing strategic alliances / tie-ups with suitable channel partners.
- Possess a flexible & detail oriented attitude with credibility & personal integrity that leaves lasting impressions with corporate decision makers.

Core Competencies

Marketing & Sales

- Managing the marketing operations for promoting Paper products and accountable for increasing sales growth.
- Creating awareness in the market, thus increasing the sales volume through channel partners.
- Initiating and developing relationships with target organizations for business development.
- Identifying clients and generating business from the existing clientele to achieve targets.

Business Development

- Analysing business potential and implementing plans to drive channels for attaining sales targets, supplementing turnover and achieving desired targets.
- Identifying, qualifying and pursuing business opportunities through market surveys.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve the market share.

Channel Management

- Developing new business partners to penetrate the market and achieving the sales target through Dealer Network.

- Identifying and networking with financially strong & reliable, resulting in deeper market penetration and improved market share.
- Evaluating performance of various distribution channels to ensure efficiency.

Client Relationship Management

- Mapping client's requirements & providing expert advisory services.
- Supervising customer service operations for rendering quality services; providing first line customer support by answering queries and resolving their issues, ensuring minimum TAT.
- Assessing feedback, evaluating & providing critical feedback on areas of improvements.
- Building and maintaining healthy business relations with corporate clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.

Product Promotion / Launches

- Organizing promotion and branding activities to create market brand visibility.
- Handling product development to generate exceptional sales volumes.
- Implementing launch promotional activities for brand building & market development.

Career Highlights

ICICI Lombard General Insurance Co Ltd. March-2014 to Till Date. Sales Manager .

Main responsibility is to promote Motor Insurance.

Accountabilities:

- Handling Petrol Bunk Vertical IOCL, BPCL, HPCL & Nayara Channel for Motor Insurance.
- Interacting with OEM Channel Partners/ Officials/ Dealers/ Owners/Brokers for strategic business planning and development.
- Handling team of 55 Sales Trainees and 4 team leaders of IOCL and BPCL Channels for Motor insurance.
- Recruiting Sales Trainees providing training and placing them in respective outlets.
- Conducting various Marketing activities to improve and achieve the location target.
- Acquiring new Outlet in Market & Source Business to achieve Target
- Promoting Digital Platform for Motor Insurance.
- Proactively assessing Customer need & ensure retention of Customers.

Notable Highlights:

- Identified new Broker in Bangalore, Mysore and Mangalore
- Appointed 72 new Outlets for Motor Insurance in Bangalore, 15 New Outlets in Mysore.
- Giving Growth of 30% + YOY from 2014 to 2020.
- Maintain 100% Hygiene in Process & Business.
- Issued 29K Policy in Oct 2018 with team of 92 Trainee.

BALLARPUR INDUSTRIES LIMITED. Nov-2010 To March 2014. Area sales Manager ,Sales & Marketing.

Joined as Sales Officer in Bangalore.

Playing key role in Bangalore, Mysore, Mangalore and Hubli.

Main responsibility is to promote Office usage segments of paper with Premium Bond Paper, Digital Paper, Multi-Purpose Paper, Copier Paper, Photo Paper & Ledger Paper.

Accountabilities:

- Responsible for primary and secondary sales in the territory of the distributor.
- Maximize the business opportunity in the channel business & achieve overall sale target and market share.
- Work on retail schemes as per the budget.
- Appointing distributor in unrepresented and in needy areas.
- Pricing of products (Offering schemes to retailers)
- Assisting in trade marketing, new product development and sale support.
- Developed Speedy recovery system and conducting training programs for sales.
- Initiating branding activity and training for distributors on product and handling dealers.
- Designing quarterly & monthly sales plan for Distributors.
- Competitor benchmarking, managing product portfolio, monitoring the backend to ensure smooth delivery of stock, customer relationship management.

Notable Highlights:

- Identified new distributors in Bangalore, Mangalore and Udupi, Hubli.
- Growth of 27% in the last quarter of the FY 2013 & 2014.
- Inventory management of the 120 sku.
- Reduced payment recovery cycle.

**TTK Prestige Limited. April 2009 to Oct 2010
Territory Sales Officer.**

Accountabilities:

- Leading a team of 10 members covering South & North Bangalore.
- Responsible for primary and secondary sales in the territory of the distributor.
- Appointing dealers in unrepresented and in needy areas.
- Pricing of products (Offering schemes to retailers and customers)
- Initiate and coordinate in the development and launch of new products.
- Developed Speedy recovery system and conducting training programs for sales.
- Initiating branding activity and training for distributors on product and handling dealers.
- Designing quarterly sales plan for Distributors.

Notable Highlights:

- Appointed 6 Authorised Distributors, 1 Authorised Re-Distributor , 17Re-Distributor.
- Achieve 15 Million in the month of Jan 2010
- Key clients handled include Future group, Giria's and Adishwar.

**V-GUARD Industries Ltd Bangalore: FEB'03 to March'09
Officer Marketing**

Accountabilities:

- Leading a team of 10 members covering South Karnataka.
- Responsible for primary and secondary sales in the territory of the distributor.
- Generating sales through 250 retailers/dealers. Closely associating with them to increase market share.
- Appointing dealers in unrepresented and in needy areas.
- Pricing of products (Offering schemes to retailers and customers)
- Initiate and coordinate in the development and launch of new products.
- Conduct detailed market study to analyze the latest trend, track competitor's activities and provide valuable inputs for tuning the selling and marketing strategies.
- Playing key role in Bangalore, Mangalore , Mysore , Hassan and Udupi, Kolar, Tumkur and Mandya markets for V-Guard UPS and Stabilizer.
- Planning POP materials which are used at dealers point
- Planning advertisement schedule for print media.
- Developed Speedy recovery system and conducting training programs for sales.
- Initiating branding activity and training for distributors on product and handling dealers.
- Designing quarterly sales plan for Distributors.

Notable Highlights:

- Appointed 86 new dealers for Stabilizers and UPS.
 - Identified new distributors in Tumkur, Mandya and Kolar.
 - Key clients handled include Future group, Viveks, Croma , Giria's, Harsha and Adishwar.
 - Reduced payment recovery cycle.
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Scholastic

- MBA (Marketing and Finance) from VTU University (SIT Tumkur) in 2002.
 - BBM from Bangalore University, in 2000
 - IT Skills Well versed with MS-Office, Tally and Internet Applications.
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Professional Enhancements

- Personality development program by TTK Prestige Ltd.
 - Basic sales skills program by V-Guard.
 - Negotiation skills training by BILT.
 - Basic sales skills training by V Guard.
 - Stress relief training at TTK Prestige Ltd.
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Personal Snippet

Date of Birth : 25th March 1979
Address : #K-34, K.E.B Layout, 1st Cross,
Kathriguppa Main Road, BSK 3rd Stage
Bangalore 560085.

Place: Bangalore

Date:

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