


 4, Kalluri Nagar, Peelamedu, Coimbatore -641 004
 bala_k_2k@yahoo.com
 +91 9843198434
 www.linkedin.com/in/bala-k-a6942379

BALA.K

Strategic manager with strong interpersonal, communication, problem solving and decision making skills

Career Recital

Tenure	Organisation	Désignation
June'18- July'20	 Titan Paints and Chemicals Ltd	Senior Manager- Marketing
Oct'14-Mar'17	 HIL Ltd	Area Sales Manager
Oct'12-Sep'14	 Vodafone Cellular Limited	Business Associate Manager
May'06-Sep'12	 Aircel Limited	Assistant Manager
Dec'01-Apr'06	 J K White Cement Works	Senior Manager- Marketing
May'99-Nov'01	 ICI India Ltd	Territory Sales In charge
May'98 -Apr'99	 Berger Paints India Ltd	Territory Sales In charge
Oct'96-Apr'98	 Esdee Paints Ltd	Sales Representative
Apr'89-Sep'96	 ICI India Ltd	Sales Representative

Core Competencies

- ✦ Analysing business potential, conceptualizing & executing strategies to drive sales, augment turnover and achieve desired targets as well as profitability of operations.
- ✦ Monitoring competitor activities & devising effective counter measures to combat the competition.
- ✦ Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.
- ✦ Reviewing the market response / requirements and communicating the same to the sales teams for accomplishment of business goals.
- ✦ Overseeing the sales & marketing operations, thereby achieving improved sales growth.
- ✦ Business analysis, keeping abreast of market trends and achieving market share metrics.
- ✦ Coordinating & organizing promotion and branding activities to create market brand visibility.
- ✦ Recruiting, leading, mentoring & monitoring the team members to ensure efficiency in process operations and meeting of individual & group targets

Noteworthy Milestones

Building material industry:-

125% territory growth and achieved over 120% of sales quota in Fiscal Year 2018-19 in decorative paints

Responsible for driving 12 crore revenue and market share in white cement segment

Achieved a highest sales figure of 120 KL with Duco Refinish in 1999 & 450 MTS in White Cement in 2001

Led and managed a team of 6 Account Managers, including recruiting, hiring, and training new reps on company sales process in decorative and refinish paints

Started in a zero share market and achieved over 160% of sales quota in Fiscal Year 2014-15 in plumbing products

Serviced in all major territories of RoTN

Built a strong retail network & personal rapport amongst the wide retail and whole sale network

Had a practice of regular visit to Architects, Builders and Contractors.

Conducting regular influencers meet, class room training

Telecom:-

Managed 7 Territory Managers, 96 Sales Executives, contributed revenue of Rs.180 Lac / month.

Aggressive drive in ATL activities and Won Best performer Title @ Aircel thrice

Won Next Generation Manager Title by Harvard Business School and IBM program run by Aircel.

EDUCATION

M.B.A.,
Vinayaka Missions University
2012 – 2014

Business Management
Harvard Business School & IBM
2011

Bachelor of Art (English Lit)
Madurai Kamaraj University
1987

PERSONAL

DOB: - 7th May 1967

Marital Status: - Married

Last drawn CTC:- 8.40 lac

SKILLS

Wise Decision Making



Knowledge in Accounting



Market intelligence



Team Handling

