

28 years of professional sales experience, all in Paint Industry, 15 of them at Senior Managerial positions across India.

BUSINESS EXPERIENCE

May 2009 **KAPCI Coatings, India** www.kapci.com

till date *Manufacturers, In Egypt, of Car Refinishes, Wood coatings, and decorative paints
Employing about 1300 employees, with an annual turnover of about \$197 million*

Strategic Sales Manager – Responsible for Wood Coatings, Key Accounts and Commercial Vehicles for All India Operations since April 2019

Regional Manager – (Refinish and Wood Coatings) Western and Southern region reporting to Sales Director

- Devised region specific growth strategies achieving growth of over 110% in 2010, over 62% in 2011, over 66% in 2012.
- Appointed 35 new dealers in first year of operation in western region and another 40 more new dealers in the year 2011.
- Developed professional and passionate team and empowered them to drive the growth.
- Formulating strategies for new product launch including market penetration and target segmentation.
- Attended strategy meetings at KAPCI Coating headquarters in Egypt and visited the manufacturing facility in March 2012, February 2013 and July 2015 to understand the company and product.

Nov 2005 **RohanStandexAutolack, India** www.spraytec.net

to April 2009 *A leading distributor and service provider of surface furnishing products i.e. Standex paints, DeVilBiss spray equipment and Farecla polishes to the re-finish, industrial and automotive OEM markets
Employing about 40 employees, with an annual turnover of about \$ 3million*

Business Development Manager

- Complete Profit and Loss accountability – improved profitability of surface finishes division by 35% in 6 months.
- Setting goals and devising strategies to achieve those goals.
- Streamlining the selling price across distribution networks and set clear credit controls.
- Expanded the surface finish division by increasing distributors network.
- Attended training at DeBeers, Lelystad, Amsterdam in August 2007.

May 2000 **E I Dupont India Pvt. Ltd.** www.dupont.co.in

to Oct 2005

Employing about 400 employees with an annual turnover of \$125 million

Area Sales Manager reporting to the Regional Sales Manager

- Responsible for improving sales, developing markets, growth in share of market for western region. Achieved a CAGR of 45% over 3 years and 21% in 2002 alone
- Setting sales growth targets, formulating plans to achieve the growth targets.
- Involved in launching new products and establishing distributorship network, coordinating with OEMs for brand approvals, for e.g., liaised closely for approval of Skoda for DPC in 2004.

- Marketed refinish products to auto dealers, coach builders and other premium body shops.
- Conducted market surveys, explored virgin markets, evaluated potential and appointed new jobbers.
- Pioneered the concept of sub jobber in 2002, in western region, for Standox brand.
- Attended target development workshop in 2000, value and strategic selling training in Kuala Lumpur in 2001, spin selling course in 2002, Dupont sales excellence program in 2003.

Nov 1998 **Herberts, Jenson and Nicholson, India**
to April 2000 *Dealing in Standox Refinish products and its allied products*

Area Sales Manager

- Launched the South Indian operations of the company
- Planned and organized painter seminars
- Imparted training to new recruits in sales
- Conducted promotional activities to create brand awareness
- Attended product and technical training in 1999

Mar 1991 **I C I India Ltd., (Akzo Nobel, India)**
to Oct 1998 *Manufacturing and marketing a wide range of coatings and specialty chemicals*

Sales In-charge reporting to the Area Sales Manager

- Met end users like architects, interior designers and contractors and created brand awareness.
- Responsible for industrial sales for large corporations and achieved a sales of \$2 million annual sales by supervising a culturally diverse sales force.
- Planned and organized painter seminars
- Attended product training in 1993, professional selling and customer satisfaction in 1996 and advance refinish training in 1997.

EDUCATION

B.Com – Bachelor of Commerce from University of Chennai
MS Office – Diploma from N I I T, Chennai.

ADDITIONAL INFORMATION

Languages - Fluent in English, Tamil, Malayalam and Hindi
Interest - Sports, Music, reading and travel

