



KANNAN JEYASEELAN

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- 7/2 Vallimal Street, Big Bazaar, Trichy -620008

Objective

I am looking for a challenging job with a rapidly growing organization that can provide me with a range of goals and job objectives within a contemporary and economical business setting.

Experiences

- **Agsar Paints Pvt Ltd.,**
Business Development Manager,
Chennai
Dec21- Till now

- **Priya Power Systems Pvt Ltd., Trichy**
Aug 18- Sep21
Supporting to Father's Business
Business closed due to Covid 19 pandemic situation

EXIDE INDUSTRIES LIMITED

SEP 2014 - MAY 2018

ZONAL SALES INCHARGE

Timelines and Roles

- Sep' 14 to Mar' 15 BDM-Coimbatore
- Apr' 15 to Sep' 15 KAM-Cochin
- Oct' 15 to Mar' 18 ASM-Madurai
- Apr' 18 to Till May' 18 ZSI – South States

Business Area -TN, KERALA, AP, GOA, KTK

Segment- Automotive and Industrial incl OE Role

-ZSI South

Revenue -180 CR / Annum

People -50 members team

Result area

- Grew Customer Market Share by 4% beating the hyper competitive Automotive Battery competitors
- First to bring in "Striker" concept to get faster growth in Traditional channel – Key Account Dealers
- Implemented "Cluster" approach to monitor the business closely for BD Dealers (
- Revenue growth of 9.5%
- Distribution expansion and channel expansion to get accelerated Revenue growth Key focus and delivery on High value and increased GM (Gross Margin)
- All India Best Performer award - received 3 times

KIRLOSKAR OIL ENGINES LIMITED

1999 - 2014

South Zone Parts Manager Role

clarity

- Business Area - TN,Kerala,KTK,AP
- Segment - B2B- Sales- Engine, Spares and Lub Oil – Agri , DG, Indl
- Role - Sales Trainee -> DSO-> Sr.DSO->Area Manager-> South Zone Parts Manager
- Revenue - Rs75cr annually People -
- 12 members team Lead
- Sales Growth of 60% - Major Share from Competitors and new segment
- Got 3 Times “Man of the Month Award “, All India Best Sales award

Club India Resorts & Metro Hotels PVT Ltd

1996 - 1999

Team Leader

Timelines and Roles

- 1996 to 1998 - Sales Rep
- 1998 to 1999 – Team Leader

Business Area - Erode

- Segment - Holiday Resorts
- Role - Sales Rep to Team Leader
- Revenue - Rs40 Lacks per month
- People - 4 Member Team

Awards

- Highest Revenue Growth TN– 1998
- Master Blaster Branch– Marketing Role 1999
- Winner Super Star Award – 1999

Education

ICFAI university

2004

MBA in Marketing

66.5%

Madurai Kamarajar University

1995

B.Sc., Physics

72%

KVS SCHOOL VIRUDHUNAGAR

1992

HSC

67%

● **KVS SCHOOL VIRUDHUNAGAR**

1990

SSLC

74%

● **Skills**

● Team Building

● Problem Solving

● Decision Making

● Senior Level Assignment Sales |Business Development in B2B | B2C Demonstrated Success in delivering excellent business objectives and a passionate Leader

● **Projects**

● **Key Training Programme and Certification-Mercury Goldmann India at Pune**

Planning Results through Dealers & Enhancing Competitive strategy by Mercury Goldmann India at Pune on 2005 & 2009

● **CII at Bangalore and Pune**

Strategic Planning & Performance Excellence training

● **XLRI faculty**

Finance for Non Finance

● **Language**

Read -Tamil,English /Write - Tamil, English/ Speak - Tamil,English, Hindi, Telungu, Malayalam and Kannada

● **Personal Details**

● Date of Birth : 27/04/1975

● Marital Status : Married

● Nationality : Indian



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12/Mar/2022