



SYED.MAHAMOOD

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Seeking senior level assignments in Sales & Marketing, Business Development and Distribution / Channel Management with an organization of high repute, preferably in Telecom, FMCG & Retail sector in Visakhapatnam, Vijayawada & Hyderabad

#### Profile Summary

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- A dynamic professional with nearly 22 years of multi-faceted experience with a strong record of contributions that streamlined operations, invigorated businesses, heightened productivity, systems and procedures and saved costs
- Enterprising leader and planner with hands-on experience in effectively creating and nurturing set-ups and making them into profitable ventures
- Leveraged ability & skills in translating corporate vision to overcome complex business challenges and delivering on high impact decisions
- Directed, managed, mentored cross-functional teams using interactive and motivational leadership; acknowledged for mentoring leaders with an equal desire to win
- Well organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve corporate goals
- Implementing competent strategies for boosting business and expanding existing ones for meeting pre-determined business objectives & targets
- Gifted with the vision, determination, and skills needed for high-level revenue-building strategies and tactics
- Developing new streams for revenue growth and developing marketing plans to build consumer preference across the assigned regions
- Honed with excellent leadership, planning and decision making skills
- Hands-on experience in INDUSTRIES like Telecom, FMCG in Retail & Modern trade, Electrical ( Lighting )
- Rich experience & Market knowledge of the entire 13 districts of AP.

~ Areas of Expertise ~

Sales & Marketing  
Distribution / Channel Management  
Strategic Planning

Business Development  
Key Account Management  
Customer Relationship Management

Revenue Generation  
Team Management  
Liaising & Coordination



## Organizational Experience

April 18: KEI Industries limited. Vijayawada

*Joined as Sr Manger & covering entire Andhra Pradesh:*

### As Sr Manager, Vijayawada

- Taking care of Entire ANDHRA PRADESH STATE
- Spearheading development of business by acquiring new client, thereby generating revenue using innovative schemes
- Guiding a team of 13 + 1 members & 85 Channel Partners like Dealers & Distributors
- Ensuring maximum brand visibility and capturing optimum market shares in both Retail & Project sales
- Handling business around 30Cr per Annum

### Accomplishments:

- Reshaped the entire AP state in all aspects like appointing the new team, channel partners opened new office in AP state after state bifurcations
- Bagged highest growth in appointing new Distributors & Dealers in entire south
- Conducting retailer meets, electrician meets and channel partners meets on quarterly basis.
- Played a key role in appointing 50 New Channel Partners both Dealers & distributors.
- Highest growth in wires and cable business
- Achieved biggest cable order of 3Cr in Vizag city
- Out of 14 Employees, 12 appointed by me.
- New AP office opened by me, after state bifurcation.
- Business grown from 10Cr to 30Cr
- Reshaped the entire state in all the aspects like gaining the confidence of the dealers and employee's

Oct '14 – Apr '18: Havells India Limited. Vijayawada

*Joined as Manger & covering entire Andhra Pradesh:*

**As Manager, Vijayawada**

- Taking care of Entire ANDHRA PRADESH (LIGHTING DIVISION)
- Spearheading development of business by acquiring new client, thereby generating revenue using innovative schemes
- Guiding a team of 6 + 7 members & 151 Dealers & Distributors
- Ensuring maximum brand visibility and capturing optimum market shares
- Responsible for conducting Dealer & Distributors meets for entire AP

**Accomplishments:**

- Bagged highest growth in appointing new Distributors & Dealers
- Played a key role in appointing 15 New Channel Partners & 22 New Dealer in AP
- Highest growth in LED Range – 78%
- Highest Growth in Batten Range – 38%
- Excellent Growth in Revenue – 62%
- Appointed 7 LAS, to drive the secondary & promotional activities.
- Rs 21 Cr of Revenue Business per Annum
- Responsible for getting new appointments, revenue generation and innovative scheme operating in the market place.
- Handled a team of 13 nos. & 151 Dealer & Distributors

Feb'07 - Jun'14: Idea Cellular Ltd., Visakhapatnam

*Joined as Assistant Manager & Rose to the Area Sales Manager & covering entire Vizag Dist. Upcountry:*

**As Area Sales Manager, Visakhapatnam**

- Spearheading development of business by acquiring new client, thereby generating revenue using innovative schemes
- Guiding a team of 10 members & 65 Channel Partners
- Ensuring maximum brand visibility and capturing optimum market shares
- Optimally managing inventories so that OTIF (On Time In Full) metric remains above 85%

**Accomplishments:**

- Bagged highest growth in new acquisitions & MNP acquisition
- Played a key role in appointing 30 New Channel Partners
- Highest Growth in 3G traffic
- Excellent Growth in Revenue 27%
- Successfully appointed various super stockiest for exclusive Handset Business
- 36Cr of Revenue Business Per Annum

**In ASM, Vijayawada Zone, covering entire Krishna Up-Country**

- Responsible for getting new acquisition, revenue generation and innovative scheme operating in the market place.
- Handled a team of 10 nos.
- Handled 65 Channel Partners & Super Stockiest

## Accomplishments

- Acquired highest growth in new acquisitions
- Successfully launched 3G in 8 markets having good traffic growth
- Appointed Super Stockiest for exclusive Handset Business.
- Received:
  - 'Excellent Award" for 11 times
  - 5 Star of the Zone Award
  - "Star award" for Appointing Super Stockiest for Handsets – Frist in the Zone

## AS Assistant Manager, Visakhapatnam, covering Visakhapatnam District

- Got new acquisition, revenue generation & innovative scheme operating in the market place
- Controlled the operations of 3 TSES and 35 Distributors
- Handle promoters – 5 in Gajuwaka & Anakapalli

## Accomplishments

- Successfully doubled the acquisitions by maintaining good relationship with all major outlets
- Actively launched 12 markets with good traffic growth
- Achieved Idea Excellence Awards 7 time (certificates from COO)
- Accredited with 'Excellent Award for new market storming activity

Jun'05 - Feb'07: Britannia Industries Ltd., Visakhapatnam as Territory Sales Supervisor

### ***Areas of Operations: Visakhapatnam & Vizianagram & Srikakulam District:***

- Managed the operations pertaining to modern trade business & A C D business
  - Handled 3 districts for deploying, designing & achieving primary / secondary schemes designing as per market's requirement
  - Handled Modern Trade Business
  - Handled Alternative Channel Business (Institutional Business)
  - 1 SR & 15 Distributors

## Accomplishments:

- Successfully achieved 31% market share Biscuit Market
- Stellar role in appointing 3 Super Stockiest in Vizag, Vizianagram & Srikakulam

Mar'03 - May'05: Parle Products Private Ltd., Visakhapatnam as Territory Sales Supervisor

**Areas of Operations: Visakhapatnam, Vizianagram, Srikakulam, East Godavari and West Godavari District:**

- Managed the operations of 2 SRS & 32 Distributors.
- Handled Modern Trade Business & Institutional Business
- Handled Vizag & Vijayawada - Modern Trade Business & Institutional Business

Accomplishments:

- Instrumental role in achieving 42% market share in Confectionery Market
- Actively achieved 22% market share Biscuit Market

Dec'00 - Mar'03: General Mills India, Visakhapatnam as Sales Officer

**Areas of Operations: Visakhapatnam, Vizianagram, Srikakulam and East Godavari District:**

- Handled 6 SRS and 10 Promoters for direct selling in main markets like Vizag, Vizianagram, Srikakulam and East Godavari
- Looked after 30 distributors
- Initiated the use of display context for Pillsbury Cooker Cake Mix

Accomplishments:

Successfully launched:

- Pillsbury Semiya with wet sampling in high traffic markets areas of Vizag
- Pillsbury Cooker Cake Mix across Vizag, Vizianagram and East Godavari
- Received Excellent Product Launch Pillsbury Semiya with Wet Sampling Award o
- Highest Sales Growth in Green Giant Award

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Dec'99 - Dec'00: Britannia Industries Ltd., Vizag as Interim Sales Representative

**Areas of Operations: Visakhapatnam, Vizianagram, Srikakulam and East & West Godavari District:**

- Handled 8 Direct Distributors in main markets like Vizag, Vizianagram, Srikakulam and East Godavari
- Looking after 5 distributors
- Initiated in LAUNCH of Britannia Snack Division

Accomplishments:

- Successfully launched in all the 5 Districts
- Britannia Snacks with sampling in high traffic markets areas of all the 5 Districts
- Conducted Display Context activity in all the major outlets of all 5 Districts

## Education

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- Master Business Administration (Sales & Marketing) from Andhra University.
- Bachelor of Business Management (Marketing) from Andhra University.

## Personal Details

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Date of Birth: Dec 12<sup>th</sup> 1978

Languages Known: English, Telugu & Hindi

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**SYED. MAHAMOOD**