

# C.NYAMATHULLAH

Associate General Manager - Sales, Marketing & Service



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DOB : 22<sup>nd</sup> Feb 1978 Languages (R/W/S) : English/Hindi/Telugu

Passport No : T1132709 Valid till : 15/04/2029

Passionate, self-motivated sales & marketing leader who believes in leading team by sharing the vision, proactive strategizing, adopting innovative approaches & demonstrates the ability to transform.

## WORK EXPERIENCE SUMMARY



## ROLE WISE - KEY ACCOMPLISHMENTS

### 1. Associate General Manager - Oct 2018 – Aug 2020 (Hyderabad Branch – Covering AP & TS) – Retail & Projects

- Developed **highly motivated sales & service** team which resulted in making the branch **All India No:1**. Crossed turnover of Rs.100 Cr at MOP value by surpassing Kolkatta, Mumbai, Chennai & Bangalore.
- Became **market leader** in Furniture Fittings segment with a yearly average of 1.5 million pairs, which is now contributing to 20% of branch business in value.
- New Business** – Kitchen Fittings & Door Accessories is now contributing to 18% of branch business.
- Increased retail coverage from 80% to 95% on weekly basis with **call productivity** from 25% to 35%.
- Increased the **productivity & contribution** of bottom of the pyramid retailers (from 10% to 35% contribution to total business).
- Used **market intelligence** for higher prospect base in projects.
- Focus on **Customer discovery** – Finding out complete details of each account & prospects for greater wallet share.
- Service Enhancement** - Monthly service calls increased from 3500 to ~5000 per month and 90% of calls getting closed within 24Hrs.
- Key Challenge** – Team alignment for common goal.
- Key Learning** – Aligning for common goal by sharing the vision with team. Guiding the team with the opportunities to explore.

### 2. Deputy General Manager – Oct 2014 till Sept 2018 (Hyderabad Branch – Covering AP) - Retail & Projects

- Implemented **KAM approach** for better wallet share.
- Networking with influencers** like AIDs through various platforms.
- Appointed **vertical specific project dealers** for better reach & penetration in focused business verticals.
- Started **WIN-LOSS analysis** of any order to plan for other accounts/projects.
- Integrated Marketing Communication** – Participation in Exhibition, Display aids at Influencers and customers office etc.
- Increased **customer satisfaction & loyalty** by implementing new **Value Added Services** like **Free Service camps**.
- Increased **RURBAN** penetration by network creation & addition with consistent GOLY of 25% YOY.
- Increased **distribution reach & penetration** by adding new channel partners by increased the base to from 100 to 150+.
- Furniture Fittings Business – Introduced in market with **penetration strategy** and placed in about 300+ outlets.
- New Business Development** – Kitchen Fittings & Door Accessories by establishing **exclusive distribution setup**.
- Established **SMARTNET** on-line call booking system across major markets to reduce the call closing time with a target of 90% calls to close within 24 Hrs.
- Key Challenges** – Estimating the business potential of projects & RURBAN markets.
- Key Learning** – Lead generation by combing operations in growth corridors & appointment of exclusive project dealers. Systematic market coverage in RURBAN markets & running “How safe are you?” campaign.

### 3. Assistant General Manager - June 2011 till Sept 2014 (Hyderabad Branch – Covering AP) - Retail & Projects

- Strategized & implemented a **new way of working** for project sales which resulted in >60% of project market share.
- Project penetration by adopting **project specific product solution**.
- Established a **closed loop process** by making the team responsible to retain/acquire and develop the coverage of the target customer base.
- Divided the market as per growth prospects and implemented market specific **systematic coverage plan as per defined call age norms**.
- Conceptualized & implemented **KEEP- Knowledge Enhancement & Exchange Program**—A periodic training program calendar for all levels to

improve the field competency in product knowledge & soft skills.

- To ensure the **visibility of enquiries** at all stages by way of daily entry/updates.
- Successfully rolled out the **IDEA Retailer concept** in Hyderabad Market & increased the tertiary sales by >20%.
- Increased the retailer base from 1400 to 1700 which resulted in growth in secondary sales by >20%
- Extraction from carpenter community increased from 0% to 10% by forming **Godrej Locks Carpenter Club** in Hyderabad Chapter & by enrolling 1000+ leading carpenters as GLCC members. Formed similar clubs across major markets.

**Key Challenges** – Project Market coverage, Secondary & Tertiary sales improvement.

**Key Learning** – Identifying key influencers & their potential. Review mechanisms.

#### 4. Deputy Manager – Product Manager (Marketing) – Oct 2007 till May 2011 ( HO Mumbai – Covering PAN India )

- **Killer Product introduction** – Led the **cross functional team** to conceptualize the Killer Product idea within a week.
- **New Products** introduced by me are part of **top contributing SKUs & contributes to > 40% of top line.**
- **New product vitality increased** from **10% to 20%** due to introduction of **right products at right price & by right positioning.**
- Worked on key projects like **product segment wise strategic planning, TOC** roll out & implementation, qualitative & quantitative research on **consumer insights & market size studies** for Locks, Architectural hardware and Scissors & Knives business in India.
- Developed robust **New Product Introduction** process with **GO – NO GO gates & NPV value** criteria.

**Key Challenges** – NPI Vitality & killer products

**Key Learning** – Consumer Insights & Market size estimates studies.

#### 5. Assistant Sales Manager – Channel Management – July 2005 till Sept 2007 (Hyderabad Branch – Covering AP )

- **Launched** new brand “**Shakti**” in the state of Andhra Pradesh & **penetrated into Tier 2 & Tier 3 markets**, thus by increasing contribution from smaller markets from 2% to 8% of branch business.
- Conceptualized **Dealer salesman motivation program** -“**Super Sales Man award**”, an annual reward, recognition & motivation program.
- Established **24 hrs service setup** in Hyderabad, Vizag & Vijayawada.

**Key Challenges** – Penetration in Tier 2 & 3 Markets

**Key Learning** – Separate strategy for Tier 2 & 3 market penetration- monthly coverage by executive & exclusive distribution.

#### 6. Channel Sales Manager – Telecom–Oct 2004 till June 2005 (Vishakhapatnam Hub–Covering Vizag, Srikakulam Vizianagaram)

- Penetrated in **new markets** with three different channels (DST, DSA & RSA).
- Improved the **customer service** by opening the teleshops and Inshops in smaller towns.
- Increased **ARPU** by 12% by successfully promoting VAS.

**Key Challenges** – Entry in smaller markets

**Key Learning** – Implementing market specific channel type

#### 7. Senior Sales Executive – Dec 2000 till Sept 2004 (Hyderabad Branch–Covering Coastal AP & Rayalaseema) – Retail & Projects

- **Lead generation** by market coverage by appointing exclusive TSIs.
- Secured a **prestigious order** of Rs.22Lacs from Singapore City Township. (All time highest order in India for 22,000nos of cylindrical locks).
- Planning the **inventory levels** at dealers point to ensure zero stock out position at the retail outlets.

**Key Challenges** – Bridging the monthly business gap.

**Key Learning** – Additional working on projects by lead generation.

#### 8. \*\*\*IIID HRC - Managing Committee Member – June 2014 till date (IIID - Indian Institute of Interior Designers)

- Honored to be part of Managing Committee of IIID HRC in 3 consecutive terms and still on-board.
- Special Assignments – Was appointed as Treasurer for 3 INSIDER X – showcases organized by IIID HRC.
- Played an instrumental role in collecting database of AIDs of Vijayawada & Guntur to form new center at Amaravati.

\*\*\*Out of my own interest, in addition to my career roles & responsibilities & to improve networking & generate business.

### Core Competencies

- Strategic Planning
- Team Management
- Influencer Management
- Product Management
- New Business Development
- Training & Competency Development
- Channel Management & KAM
- Analytical Skills
- Service Management

### Educational Summary

Degree	University	Year of Passing	Class
MBA – Marketing	Osmania University, Hyderabad	Sept 2000	First
BBM – Marketing	Sri Krishna Devaraya University, Anantapur	June 1998	First