



R. KRISHNA KUMAR

Address: Flat.No.205, Aravali Block, Prakruthi Vihar Apartments,  
Narayanapuram Colony, Poranki, Vijayawada - 521137

Contact No.: +9866989435 ~ E-Mail: krishna.rk1974@gmail.com

*To further my professional career with a senior managerial position in sales & marketing of a reputed organization that encourages innovative thinking and offers career growth.*

#### KEY SKILLS

LEADERSHIP  
TEAM BUILDING  
SELF MOTIVATION  
PLANNING & EXECUTION  
PROBLEM SOLVING  
DECISION MAKING  
NETWORK EXPANSION  
PROJECTS SALES  
BRAND PROMOTION  
RESOURCE OPTIMIZATION

- ≡ A highly motivated MBA with 23 years experience in sales of leading paint and cement companies in Andhra Pradesh, Telangana & part of Odisha.
- ≡ Proficient in expanding brand reach, selling profitable product-mix, outsmarting competition and in ensuring sustainable growth.
- ≡ Adept in developing rapport with channel partners, decision makers, convincing architects, engineers and builders and in finalizing business deals.
- ≡ Experienced in training, leading, guiding and motivating the team in maximizing their performance and in enhancing their professional skills.
- ≡ Seasoned in foreseeing contingencies and acting proactively to overcome them smoothly.
- ≡ Expertise in streamlining business practices and in interacting with multiple levels of management.

#### REWARDS & RECOGNITION

- ≡ Recorded excellent growth in Project Sales of AP & Telangana and received promotion as Senior Branch Manager in Berger Paints India Ltd - British Paints Division and earned performance linked incentives.
- ≡ Recorded 180% growth in sales by expanding distributor network of MYK Laticrete India Pvt Ltd - (Lata Finish Division) across all districts of Andhra Pradesh from West Godavari to Ananthapuram within six months and received promotion and incentives.
- ≡ Recipient of performance linked incentive from Dalmia Cement (Bharat) Ltd.
- ≡ Won the Best Depot / Best Manager awards among the South Zone -II depots of Sherwin-Williams Paints and received promotion.
- ≡ Recipient of Incentive with Appreciation Letter and the Best Sales Person Award -2007 (AP) from Akzonobel Paints Ltd and received promotion.
- ≡ Recipient of appreciation letter for product knowledge & received promotion in Berger Paints.
- ≡ Recipient of Best Sales Executive Award - 1998 among all depots of Coromandel Paints.

#### ORGANIZATION WISE PROFILE

Since August 18      Berger Paints India Ltd - British Paints Division      Senior Branch Manager  
(AP & TELANGANA PROJECTS - EIGHT DISTRICTS OF AP- PRAKASAM TO SRIKAKULAM & PART OF ODISHA)

Company Profile: Berger Paints is the second largest paint company in India selling paints under two brand names - Lewis Berger & British Paints.

April 2017 to July 18 MYK Laticrete India Pvt Limited Senior Area Sales Manager  
(NINE DISTRICTS OF ANDHRA PRADESH FROM ANANTHAPUR TO WEST GODAVARI)

Company Profile: MYK Laticrete is a conglomerate of Laticrete International, USA and MYK Group of India being worldwide leader in Tile & Stone Installation Solutions.

May 2013 to March 17 Unitech Energy services Head - Business Development  
(ANDHRA, TELANGANA, TAMILNADU, KARNATAKA, ODISHA, MAHARASTRA, WEST BENGAL & ASSAM)

Company Profile: Unitech is a Hyderabad based company engaged in the business of power plants O&M, E&C and overhauling services having PAN India operations.

Oct 2012 to April 2013 Dalmia Cement (Bharat) Ltd Deputy Regional Sales Manager  
(COASTAL ANDHRA PRADESH FROM NELLORE TO SRIKAKULAM - NINE DISTRICTS)

Company Profile: Dalmia Cement (Bharat) Ltd. is one of the leading and popular cement brands in India having excellent marketing and logistics team.

Feb 2008 to Sep 2012 Sherwin-Williams Paints India Ltd Senior Area Sales Manager  
(TEN DISTRICTS OF ANDHRA PRADESH EXCEPT KURNOOL & ANANTHAPUR)

Company Profile: Sherwin-Williams Paints is the USA's No.1 paint brand and one of the leading paint manufacturer's in the world.

Jan 2006 to Feb 2008 Akzonobel India Ltd Senior Sales Officer  
(KRISHNA / NELLORE/ CHITTUR DISTRICTS)

Company Profile: AkzoNobel is the No.1 paint manufacturer in the world (Formerly known as ICI Paints) having the most popular brand - DULUX in decorative paints.

Aug 1999 to Jan 2006 Berger Paints India Ltd Senior Sales Representative  
(KRISHNA / KHAMMAM / WEST GODAVARI / NELLORE / CHITTUR / GUNTUR DISTRICTS)

Company Profile: Berger Paints is the second largest paint company in India manufacturing decorative, industrial and marine paints having the famous brand Lewis Berger.

Sep 1997 to Aug 1999 Coromandel Paints & Chemicals Ltd Marketing Executive  
(KRISHNA / PRAKASAM / NELLORE / CHITTUR DISTRICTS)

Company Profile: Coromandel Paints manufacture decorative, industrial, marine paints. Also fills for Asian Paints (No.1 Paint brand in India) having vast technical capabilities.

## **NOTABLE HIGHLIGHTS**

### **At Berger Paints India Ltd - British Paints Division**

- ≡ Handling Vijayawada depot comprising 8 districts of Andhra Pradesh from Prakasam to Srikakulam and part of Odisha.
- ≡ Worked as Projects Manager (AP & Telangana) based at Hyderabad.
- ≡ Got enlisted the brand British Paints with leading construction companies like Shapoorji Pallonji & Co Ltd, NCC and achieved bulk orders outsmarting competition.
- ≡ Bagged bulk orders from leading construction companies, APTIDCO, builders, corporate hospitals, societies & educational institutions.
- ≡ Instrumental in British Paints association with CREDAI - ANDHRA PRADESH as "PREFERRED BRAND" for the years 2019-20 & 2020-21.
- ≡ Participated in IGBC meetings & exhibitions - setting up stalls as part of green products promotion drive.
- ≡ Recorded excellent growth in projects sale at both Hyderabad & Vijayawada.
- ≡ Resolved all pending issues with existing dealers & ex-employees and developed a strong new dealer network across all districts to ensure consistent growth and prompt payments in line with organization's objective.
- ≡ Planned the indents of all SKUs well to maintain optimum stock level and reduced the stock holding considerably and liquidated old stocks to improve ROI.
- ≡ Selling profitable product mix by driving the team and dealers to ensure maximum participation in product specific schemes.

#### **At MYK Laticrete India Pvt Ltd.**

- ≡ Recorded phenomenal growth in sales and distribution network. Earned incentives and received promotion.
- ≡ Handled Krishna, Guntur, Prakasam, Nellore, Chittur, Kadapa, Ananthapur & Kurnool districts.
- ≡ Resolved all issues of distributors with ex-employees and revived old distributors.
- ≡ Streamlined business practices, built a strong team, appointed high potential new distributors at strategic locations of each district while enhancing project sales.
- ≡ Coordinated with customers and logistics team to ensure timely delivery to the customers.
- ≡ Set challenging targets to team and constantly reviewed their performance to meet organizational objectives.

#### **At DALMIA Cement (Bharat) Ltd.**

- ≡ Handled a business of 65 Cr per annum and a team of Senior Managers, Managers, Sales Officers and Sales Trainees by setting challenging sales and network expansion targets.
- ≡ Looked after the districts of Nellore, Prakasam, Guntur, Krishna, West Godavari, East Godavari, Visakhapatnam, Vizianagaram & Srikakulam.
- ≡ Organized action plans and reviewed the performance of individual team members on daily, weekly and monthly basis against targets. Received performance linked incentive.
- ≡ Efficiently co-ordinated with the channel partners and logistics team to ensure timely delivery.
- ≡ Checked & controlled unhealthy business practices of channel partners who were disturbing the market by underselling taking advantage of district wise/brand wise pricing of cement.
- ≡ Attended performance review meets with top management and CMA meets periodically.

#### **At Sherwin-Williams Paints India Pvt. Ltd.:**

- ≡ Handled the districts of Chittur, Nellore, Prakasam, Guntur, Krishna, West Godavari, East Godavari, Visakhapatnam, Vizianagaram & Srikakulam.
- ≡ Received Best Manager & Best Depot Awards for two years consecutively and attained promotion.
- ≡ Appointed high potential channel partners to ensure sustainable growth month after month.
- ≡ Set challenging targets to team and reviewed their performance periodically. Motivated and guided them to achieve set targets and in improving their skills.
- ≡ Efficiently forecasted monthly product wise sale and optimized inventory level to enhance ROI.
- ≡ Attained bulk orders from project customers and sold optimum product mix.

#### **At ICI India Limited:**

- ≡ Handled & supervised the markets of Krishna, Guntur, Khammam, Nellore & Chittur districts while increasing the business through project sales.
- ≡ Bagged the award of Best Sales Officer of Andhra Pradesh for the year 2007 and got promoted.
- ≡ Efficiently floated the Nationwide Painting Contractor Scheme - "Colour Merchants". Achieved maximum participation and scheme qualifiers by updating them of their points periodically.
- ≡ Installed the highest number of tinting machines among all depot of South Zone in the year 2007.

#### **At Berger Paints India Ltd.:**

- ≡ Handled the markets of Krishna, Khammam, West Godavari, Chittur, Nellore and Guntur districts.
- ≡ Recorded consistent & remarkable growth in all the territories handled including Guntur district, the biggest territory in Andhra Pradesh (then) for a period of two years and received promotion.

- ≡ Expanded network to the taluk levels by appointing more than 80 new dealers (across all territories handled during the tenure of employment) while ensuring targeted growth from existing network and installing Color Bank Tinting Machines.
- ≡ Instrumental in setting up a depot at Tirupati by ensuring viability.
- ≡ Attained bulk orders from SHAR CENTER Sriharikota and got the products Distempers, Emulsions and Primers enlisted in TTD SSR after thorough and timely follow up with top officials of TTD.

#### **At Coromandel Paints & Chemicals Ltd.:**

- ≡ Enhanced overall sales & revenue in the district of Chittur, Nellore and Prakasam.
- ≡ Recorded phenomenal growth by increasing sales from a base of 30 lac/annum to 1.8 Cr/annum in the assigned territory within a period of 2 years and received offer for the position of ASM.
- ≡ Got the products - enamels, distempers and primers enlisted in TTD SSR.
- ≡ Appointed 34 new dealers and obtained bulk orders from TTD Tirupati & APHMIDC.
- ≡ Instrumental in setting up a depot at Tirupati.

#### **EDUCATIONAL QUALIFICATIONS**

<b>MBA (Marketing)</b>	Alagappa University, Vijayawada	<b>2011</b>
<b>B.Com.</b>	D A V College, Dehradun	<b>1995</b>

#### **Academic Project**

- ≡ Completed project - A study on marketing practices of Hindustan Coca-Cola Beverages Private Limited in Atmakuru unit.

#### **IT SKILLS**

- ≡ **Diploma in Computer Applications** from Varma's Computer Education Society, Eluru

#### **PROFESSIONAL TRAININGS**

Attended various professional trainings on product knowledge, selling skills and SSHE norms:

- ≡ Knowledge Building on Products, Chennai - Berger Paints, Basic Selling Skills, Chennai- ICI Paints.
- ≡ Avagatam - Induction Programme, Hyderabad, ICI Paints.
- ≡ Defensive Driving Training Programme, Chennai, ICI Paints.
- ≡ SHEE Training - Security, Safety, Health and Environment Policy, Chennai, ICI's Policy.
- ≡ Persuasive Key Account Management Skills Training, Hyderabad, ICI Paints.
- ≡ Technical Training Programme, Mumbai, Sherwin-Williams Paints.
- ≡ Sales Ability Training Programme, Bangalore, Sherwin-Williams Paints.
- ≡ Sales Leadership Programme, Hyderabad, Sherwin-Williams Paints.
- ≡ Managing the Territory, Hyderabad, Sherwin-Williams Paints.
- ≡ Presentation Skills Program- Hyderabad-Sherwin-Williams Paints and Negotiation Skills, Hyderabad, Sherwin-Williams Paints.
- ≡ Manager's Territory Management Programme, Bangalore - Sherwin-Williams Paints.
- ≡ Product knowledge Programme, Chennai - Dalmia Cement (Bharat) Ltd.
- ≡ Technical Training Programme, Delhi - Berger Paints India Ltd - British Paints Division.

Accolades: Received appreciation for securing highest marks in the tests conducted on product knowledge in Berger Paints, Coromandel Paints and Sherwin-Williams Paints.

#### **PERSONAL DOSSIER**

Date of Birth	15 <sup>th</sup> April, 1973
References	Available on request

**R.KRISHNA KUMAR**