

PREM ANAND. G

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CAREER FOCUS

To pursue a challenging and rewarding career in “Sales & Marketing” and be a part of progressive organization that gives me a scope to enhance my knowledge and skills and also the senior level management position where my technical, analytical and managerial skills are utilized to the optimum which adds to the company’s growth.

PERSONAL STRENGTH

- Hard Working & Enthusiastic
- Sincere & Flexible
- Strategical Thinking & Determination
- Trustworthiness, Self-Motivated & Keep Learning

PROFESSIONAL SYNOPSIS

In a career spanning 10 years in Building Material industry with the responsibilities of handling Distributors, Dealers, Contractors, Builders, Developers, MEP Consultants, Architects, Corporates, Interior Contractors, Glazing Fabricators, Govt Bodies and OEMs.

WORK EXPERIENCE SUMMARY

S No	Company Name	Designation	Department	Reporting To	From	To	Duration
1	Sintex BAPL Ltd (Sintex Plastics Technology Ltd)	Regional Head	Sales	Zonal Head	May-18	Till date	1.6 Years
2	AIS Glass Solutions Ltd	Regional Sales Manager	Sales	Business Head	Jun-13	Apr-18	5 Years
3		Senior Officer	Customer Service Department	CSD Head	Jun-11	May-13	2 Years
4		Junior Officer	Production, Planning & Control	Plant Head	Aug-09	May-11	1.9 Years
Over All Experience							10.3 Years

JOB DESCRIPTION

1. SINTEX BAPL LTD (May 2018 to Till Date)

- **Products Handling: PVC Water Tanks, SMC Panel Tanks, FRP Underground Water Tanks, PVC Doors, Plastic Sections, Sewage Treatment Plant, Bio Gas Systems and Dust Bins.**
 - **Base Location : Chennai**
 - **Area Handling : Tamilnadu & Kerala**
 - **No of Team Members handling : 8**
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- Achieve the Regional target in terms of Sales, Collection & EBIDTA.
 - Set the Annual Operations Plan for all team members and all products with Absolute EBIDTA.
 - Identify potential Business partners (Projects) in all major cities and generate business through them
 - Incumbent responsible for B2B business in all Govt and Private projects through Key Account Management process.
 - Generate business through Contractors, Builders, Developers, Corporates, PSU etc.
 - Getting our product specification done through key influencers like Architects, MEP Consultants, PMCs and ULBs.
 - Managing sales and marketing operations and achieving increased sales growth across designated product category.
 - Responsible for generating designated revenue across product category.
 - Identifying market potential, business scopes and making new tie ups.
 - Ensure the compliance of getting reports from team members like Projects in Pipeline, Order Book Status, Hit Ratio, Customer Mapping, PJP etc.
 - Responsible for co-ordination with Product Heads, MIS, Project Management, Receivables, Factories etc.,
 - Develop high level contacts with designated accounts in the portfolio and ensure customer relationship management to secure the company's long term goals.

Achievements :

- Received a record breaking order value of **Rs.240 Crores** from Flowin Industries for the supply of PVC Water Tanks in all Village Panchayats, Town Panchayats, Municipalities under DRDA Scheme, Tamilnadu. This is the biggest order ever in SINTEX history.
- Received SMC Panel tank order value of **Rs.3 Crores** from Cochin Port Trust.
- Received PVC water tank order value of **Rs.2.5 Crores** from Chennai Metro Water.
- Received SMC Panel tank order value of **Rs.1.3 Crores** from SMIORE, Hospet.
- Appointed 12 Business Partners (Projects) in all major cities.

AIS GLASS SOLUTIONS LTD (June 2013 to April 2018)

- **A Subsidiary Company of ASAHI INDIA GLASS LTD**
 - **Products Handled : Processed Glass (Tempered Glass, Laminated Glass & IGU)**
 - **Base Location : Chennai**
 - **Area Handled : South India**
 - **No of team Members handled : 5**
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- Achieving the zone target in Order booking, Sales, Payment Collection, C forms, Overdue Reduction, Debtor days, Budgeted Price, Product Mix, Customer Mix & Hit Ratio.
 - Team handling by monitoring, guiding, training & motivating. Ensure the team members meet the target.
 - Conduct market research to understand the competitors and market trends.
 - Expedite the resolution of customers' complaints to maximize the satisfaction.
 - Collecting & reviewing the reports of sales persons like Proposed Journey Plan (PJP), Daily Sales Report (DSR), Projects in pipeline, Projects lost details, Enquiry Vs Orders, Hit Ratio, Competitor activities etc.
 - Creating Brand Awareness through BTL activities like arranging samples kits, demo kits, brochures & shade cards, In-Shop Branding, participating in exhibitions, conducting customer meets, arranging calendars, diaries, scribbling pads, pens, photo frames etc.
 - Focus more on Value Added Products (VAP) by educating the influencers.
 - Frequent outstation market visits to monitor the market & sales person activities.
 - Maintaining & updating customers data base, competitors data base, Market potential periodically.
 - Getting feedback from the customers periodically for improvement.
 - Sharing new ideas to the management about new product development considering the current market trend.

Achievements:

- The sales target has been exceeded every year consistently.
- We have taken Lacquered glass orders from all major Nexa showrooms in South India. The hit ratio is more than 90%.
- Received "Certificate of Appreciation" for the outstanding performance.
- Tapped all OEMs especially in Elevators segment and selling value added products like PVB Laminated Glass, Sentry Laminated Glass & Fire Retardant Glass which has the high profitability due to which the product mix has become very healthy.
- No of debtors days has been drastically reduced from 90 days to 45 days.

As Senior Officer – CSD:

- Maintained good relationship with all existing clients by sending proforma invoices on time, coordinating with the plant persons for dispatching the materials on time, resolving quality issues, technical clarifications etc.
- Handling the South CSD team efficiently.
- Getting customer feedback periodically and update the same to the senior management.
- Updating the stock report & dispatch status to all sales persons on daily basis.
- Maintain the customer data base and their off-take and update the same to all sales persons and HO periodically.
- Submission of MIS report to my senior on weekly & monthly basis.

As Junior Officer – PPC:

- Ensure shop floor discipline.
- Sub-ordinate development and training for increased productivity.
- MIS generation for planning.
- Inventory management & material control.

EDUCATIONAL QUALIFICATIONS

- MBA Marketing (Aggregate- 69%) Vinayaka Mission University - 2013
- BE (Electronics and Communication Engineering) - (Aggregate 7.81 out of 10), Annamalai University - 2009
- Higher Secondary (Aggregate 76.1%)- Vetri.Vikas Higher Secondary School, Rasipuram – 2005
- SSLC (Aggregate 78.2%)- Anderson Higher Secondary School, Kanchipuram- 2003

PERSONAL DETAILS:

- Date Of Birth : 20th October 1987,
- Language Known : English & Tamil,
- Address : J-301, Premier Grihalakshmi Apartments, Sanjay Gandhi Nagar, Virugambakkam, Chennai, Tamilnadu, India-600092.
- Hobbies : Cricket, Reading Books,
- Marital Status : Married

ACKNOWLEDGEMENT

I hereby confirm that the above information is true to the best of my knowledge.

Yours Sincerely

Premanand.G