

# RESUME

## V.V. KARTHIKEYAN

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## CAREER OBJECTIVE

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Looking for a challenging career in the field of Sales & Marketing where i can enhance my skills, talents and abilities that will allow me to expand upon my education, experience and continue to accumulate knowledge.

## WORK EXPERIENCE

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- I. Company Name & HO: **SHEENLAC PAINTS LIMITED, CHENNAI**
- Company Profile : Sheenlac is one of India's leading companies in the paint and finishes space since its inception in 1962, Sheenlac has grown to be one of largest paint companies in India with its presence in India and Sri Lanka. Sheenlac manufacture wide range of products like wood coatings, decorative paints, industrial coatings, thinners, emulsions, distempers, enamels, sealers & paint removers under the brand name of SHEENLAC, Jenson & Nicholson and SHEENLAC NOROO (JV). Head office located at Chennai, i handle their pioneer division of wood coatings industrial division sales.
- Designation : **Regional Manager – General Industrial Sales (Wood)**
- Job Description : Identifying direct customers OEM & SKU / distributors for wood coatings, enquiry generation and offer submission, trial process, commercial discussion and order finalization, payment collection and repeat order follow up.
- Job Location : **Chennai.** Taking care of Tamil Nadu and Kerala state sales.
- Duration : 11.06.2018 to till date
- II. Company Name & HO : **BHARTIA PULVERISERS, NAGPUR**
- Company Profile : Bhartia Pulverisers is a Bhartia Group of companies based out of Nagpur. They are into manufacturers and traders of foundry related raw materials and consumables. Their core business is Lustrous, Refractory Coatings, Ferro Alloys and Carburizers. BHARTIA is their brand name and they have manufacturing facilities located at Chandrapur, Pune & Chennai. Materials supplied to ferrous, Non-ferrous and steel foundries directly. I worked from my residence.
- Designation : **Sr. Manager – Sales & Marketing**
- Job Description : Identifying new customers, generating enquiry, offer submission, techno commercial negotiation & finalization, ensuring dispatch coordination with plants and local supply chain management, payment collections, repeat order follow up and retaining existing customers.
- Job Location : **Coimbatore.** Taken care of sales, marketing, SCM & application.
- Duration : 1.7 Years (03.11.2016 to 08.06.2018)
- III. Company Name & HO : **WINOA ABRASIVES INDIA PRIVATE LIMITED, NEW DELHI**
- Company Profile : Winoa India is a 100% subsidiary of Winoa, France formally known as Wheelabrator Allevard. W ABRASIVES is their global brand name in the market. Winoa have 40% global market share in steel abrasives (steel shots & steel grits) used in shot blasting application for de-sanding, de-scaling & surface preparations in foundry, forging, pipe coating, steel fabrication & structure, shipbuilding, etc. I have visited France plant for training. HO located in New Delhi and i was working from my residence.
- Designation : **Area Sales Manager – South India**
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Job Description : Identifying new customers and retaining existing customers, providing all kind of technical & application supports to customers. Enquiry generation, offering suitable abrasives for their application, market research & analysis, brand building & sales promotion, sales forecast, maintaining stock at warehouse, handling dealers, taken care of collections like payment, Form C & I, ensured timely dispatch by supply chain management & taken care of timely submission of monthly sales tax & excises returns of south sales.

Job Location : **Chennai.** Taken care of South India sales, marketing & application.

Duration : 3.4 Years (03.06.2013 to 28.10.2016)

IV. Company Name & HO : **MANN AND HUMMEL FILTER PRIVATE LIMITED, BANGALORE**  
Company Profile : MANN+HUMMEL India is a 100% subsidiary of MANN+HUMMEL GMBH, Germany. MANN+HUMMEL is the pioneer and market leader in the field of liquid and air filtration system. MANN FILTER is their global brand name and they are engaged in manufacturing automotive, industrial and water filters. MANN+HUMMEL group is 75 plus year old company with more than 60 locations worldwide. I have visited MANN+HUMMEL China factory located at Shangai for participating international conference on advanced EDM filtration technology representing Indian subsidiary.

Designation : **Sr. Sales Engineer – Industrial Division**  
Job Description : Identifying market for industrial range of filters suitable for compressors, heavy engines & Genset, transmissions, tractors, railway, defense, construction & agriculture equipment's, process industry, EDM machines, etc., handled industrial OEM's and distributors in assigned territory and for EDM filters handled OEM and distributors allover India. My responsibility was to take care technical sales, commercial activities (payment collections and C Form collection), tender participation & timely dispatches, involved in new customer project and suggesting suitable filters for their application.

Job Location : **Bangalore.** Taken care of all India sales (OEM's & distributors).

Duration : 4.2 Years (16.03.2009 to 15.05.2013)

V. Company Name & HO : **ELECTRONICA MACHINE TOOLS LIMITED, PUNE**  
Company Profile : Electronica is a Pune based company engaged in manufacturing & trading wide range of CNC & NC machine tools. Electronica have 15 branches all over India and operating globally through their channel partners. I worked with EDM division, which is pioneer division of ELECTRONICA group. I have attended several sales training programs conducted by company and third party agencies in Pune & Nashik. Electronica is their brand name and their head office is located at Pune. I handled Coimbatore branch sales independently.

Designation : **Engineer – EDM Solutions**  
Job Description : Identifying new customers and promoting EDM, CNC EDM and CNC wire cut machines based on customer requirements and application. Involved in techno commercial negotiations, finalization of machine models & orders, collection of payments and "C" Forms, involved in government tendering activities and after sales coordination with service team & factory manager in case of issues. Follow up with existing customers for repeat orders.

Job Location : **Coimbatore.** Taken care of sales in Western Tamil Nadu & Kerala state.

Duration : 2.10 Years (15.05.2006 to 07.03.2009)

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- VI. Company Name & HO : **LATHA NON FERROUS CASTINGS, COIMBATORE**  
Company Profile : LNFC is a Coimbatore based company engaged in manufacturing of Non ferrous copper alloy centrifugal die castings, gravity die castings, shell mold castings and sand castings. LNFC head office and plant is located at Coimbatore with manufacturing capacity of 3 tons as a single casting.
- Designation : **Sales Engineer**  
Job Description : Identifying new customers, techno commercial negotiation, ensuring repeat order from existing customers, payment & "C" Form collection, coordinating dispatches and traveling to new potential market to find NFC casting users.
- Job Location : **Coimbatore.** Taken care of all India sales & marketing.  
Duration : 6 Years (10.05.2000 to 05.05.2006)

## ACADEMIC QUALIFICATION

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- **MASTER PROGRAM IN BUSINESS ADMINISTRATION (M.B.A)** in Sales Management and International Business Management, Passed out in February 2012 with "A+ Grade" from IIBM Institute of Business Management through Distance Learning Education.
- **DIPLOMA IN MECHANICAL ENGINEERING (D.M.E)** Passed out in April 2000 with 87.5%, First Class with Honors from Thiru Ramakrishna Nallammai Polytechnic, Dharapuram, Tirupur (Dist.). Affiliated to Department of Technical Education Board, Tamil Nadu.
- **S.S.L.C** Passed out in April 1997 with 76%, First Class from Bharathi Matriculation Higher Secondary School, Palladam, Tirupur (Dist.). Affiliated to Matriculation Education Board, Tamil Nadu.

## AREA OF INTEREST

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- Sales & Marketing of Industrial products to direct customers / OEM and distributors / SKU.

## STRENGTH

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- Self-motivated individual with capable of working independently, lead a team or work within a team environments with assigned targets periodically.
- Hard worker to achieve monthly and annual targets with agreed margin level.
- Friendly behavior with superiors & subordinates, end customers & distributors to ensure good relationship.

## PERSONAL DETAILS

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Father Name : V.S. Venkidusamy  
Date of Birth & Age : 06.05.1981, 39 Years  
Sex & Marital Status : Male, Married  
Permanent Address : 1180/A1, 1<sup>st</sup> Floor, Avinashi Road,  
P.N. Palayam, Coimbatore - 641037.  
Religion & Nationality : Hindu, INDIAN  
Passport Details : P4212842, D.O.E: 17.10.2026  
Languages Known : Tamil, English & Hindi

## DECLARATION

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I hereby declare that the particulars and information made above are true, correct and complete to the best of my knowledge and belief.

Thanking you,

Place: Chennai

Yours Truly,

Date:

(V.V. KARTHIKEYAN)