

Sridhar G.J

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Executive Profile

1. Loyal, passionate & award-winning sales & marketing professional with 19 years of experience in Business Development, Key Account Management & Channel Management in B2B & B2C verticals of top-notch automotive lubricants, batteries & tyres industries.
2. Distinguished track record in devising & implementing strategies for enhancing market share, delivering revenue and profit gains within competitive markets in South India.
3. Proven ability in launching new products & businesses, acquiring new customers and retaining existing ones through relationship building.
4. Possess expertise in managing teams, recruiting, mentoring, monitoring & motivating team members to achieve individual goals in sync with organizational objectives



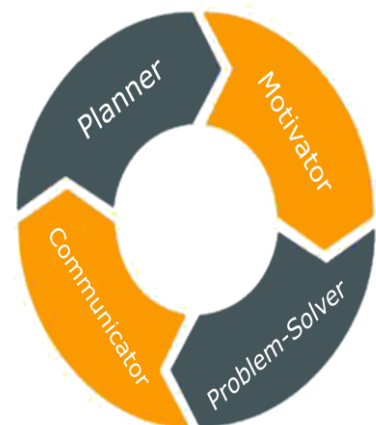
Education & Proficiency

- MBA (Systems & Marketing), Shri Nehru Maha Vidyalaya Institute of Management, Bharathiar University (2001)
- BSc (Electronics), S.N.R & Sons College of Arts & Science, Bharathiar University, Coimbatore (1999)

Growth Path



Soft Skills



Selected Highlights & Contributions

- Achieved an international trip to USA for performance excellence exceeding targets in Castrol India Ltd.
- Implemented the HDSSD model successfully (Heavy Duty Sales and Service Distribution) in given potential pockets in Castrol India Ltd.
- Awarded for enhancing volumes & gross margins by adding multiple south-based strategic accounts in Castrol India Ltd.
- Won "STF Award" for successfully collecting long-pending Sales-tax Forms from customers.
- Won "Safety Award" for driving safe-behavior in Castrol India Ltd.

Professional Experience



Castrol India Ltd.

Largest manufacturer of automotive and industrial lubricants in India

Marketing Activation Manager - Apr 2016 to Jan 2020

- To drive & enhance market activations across Retail Channels in Kerala & Tamil Nadu by executing the marketing mix through awareness campaigns for customers and advocacy campaigns for all stakeholders.
- Roll-out key market initiative across all channels, designing & implementing formal Mechanic Meets, Dealer Meets, Chai Meets, Market-storming activities, Campaigns, Roadshows, SISO and New-product launches to increase retail business.
- Trained DSRs (Direct Sales Representatives), DFMRs & KAEs (Key Account Executives) on Basics of lubricants and on Product-knowledge.

Sales Manager (HD - Heavy Duty) - Apr 2011 to Apr 2016

- Ensured achievement of all the set targets for sales & collections on a monthly, quarterly & annual basis.
- Acquired new customers & retained existing ones through effective relationship management and offering value-added products on a consistent basis.
- Trained, motivated, mentored & monitored the team to focus and grow the channel sales.
- To Understand customer needs and monitor competitor activity on a regular basis.
- Implement value-added selling of premium products to clients despite presence of multiple low-priced competitor products by offering recommendations to clients based on understanding of their needs and conducting trials on commercial vehicles to prove their efficacy.
- Conduct training on Safety, Basics of Lubs & Lub handling for site engineers.

Deputy Manager (B2B Sales & Strategic Accounts) - Apr 2008 to Apr 2011

- Handled & added multiple South-India based strategic B&C accounts (who have projects pan-India) like Larsen & Toubro, SOMA, Prasad & Company, BSCPL, Maytas etc.
- Increased business successfully from Key Strategic accounts, achieving all the sales & collections targets.
- Enhanced customer satisfaction through relationship building, providing value-added services and ensuring timely supply to all sites pan-India through stock-planning & timely collection of ST-forms.
- Administered the signing & renewal of contracts, Building Relationship at HO level, negotiations, price increases, Retention of existing customers and adding of new strategic customers and intimation of new projects to the team.

Asst. Sales Manager (Key Accounts) - Apr 2007 to Apr 2008
Key Accounts Specialist - Jul 2005 to Apr 2007

- Handled Key customers (Gold & Platinum) for the states of Karnataka, Tamil Nadu & Kerala.
- New accounts acquisition.
- Work closely with the customers to build up good relationship with them through Value added Services and right product recommendation to bring down their Operational and Maintenance cost. Which enable us to retain the existing accounts.
- Stock-planning & ST-forms collection.
- Ensuring timely supply and Payment Collection.
- Administered the signing & renewal of contracts, negotiations, price increases



Exide Industries Ltd., Coimbatore

The largest manufacturer of automotive and industrial batteries in India

Senior Officer Sales - May 2003 to Jun 2005

- Handled Key Accounts and managed the channels for the sale of commercial vehicle batteries across 21 districts in the state of Tamilnadu.
- New-customer acquisition, customer retention and relationship building with all key accounts.
- Enhanced commercial vehicle battery sales by pitching advantages of the PP batteries over cheaper hard-rubber batteries.



Apollo Tyres Ltd., Trichy

World's 7th biggest tyre manufacturer

Sales Executive - Sep 2001 to Apr 2003

- Managed the channel as individual contributor, analyzing market, appointing dealers in untapped areas and building rapport with customers to achieve sales targets despite cut-throat competition.
- Generated secondary sales through channel promotional activities and conducting Fleet-owners' meets on a regular basis.

Personal Details

Dob : 13th May 1977

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