



Sumesh MS

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PROFESSIONAL SUMMARY

A highly motivated, confident Senior Sales Professional, offering progressive years of channel sales, key accounts handling, and business administration with FMCG, Consumer Durables and Construction Material industries. A Dynamic sales career with result-oriented and records setting path. Exceptionally polished experience in managing sales regions and team handling. Well experienced in product launch plan and placement.

Sales and Marketing

Number Analysis

Strategic Planning

Channel Development

Relationship Building

Adaptability

Entrepreneurial

Key Account Acquisitions

Itinerant

WORK EXPERIENCE

1. Zoloto Industries

Manager Sales and Marketing - Jul 2019 - Present

Industry – Valves Semi- Engineered Products – Retail and Project Channels

Zoloto Industries hired me to handle the existing dealership sales network, as well as to escalate the sales and marketing activities in the projects segment in Kerala. Entrusted to look after the Government-projects sales, acting as a liaison of the company to the various Government bodies and industries in the state. Handling the approval and follow up activities with MEP consultants, and sales generation with contractors.

Notable Accomplishments

- Since taking over, the business of project segments has increased by 62%.
- Acquired the first HVAC business and developed the segment, which contributed 4% of the company's total volume in 2021.
- Renewed or registered the listing of the brand with prominent government bodies like CPWD, PWD, KWA, and KMRL, which contributed 27% of the project volume in 2020-21.
- In 2020-21, revenues grew by 16 percent over 2019-20.
- For the second time, surpassed 72% of dealers' targets, making it successful for the second consecutive year.

2. Haddock Infra Private Limited – Kerala

Sales Manager - Dec 2015 – Jun 2019

Industry – Construction Materials – Projects Channel

Joined to handle and build the sales and marketing activities and form a marketing team for the Kerala region. Handled product development, brand building.

Notable Accomplishments

- Responsible for the business and team development in the assigned region.
- The value of the business has grown 7 folds from the joining and captured 15% of the direct application market in the region
- Spearheaded the activities to register the company and Brand.
- Guided the activities and market development efforts in Bengaluru.

3. Pidilite Industries Ltd – Kerala & South Tamil Nadu

Sr. Executive – Key Accounts – Oct 2013 to Dec 2015

Industry – FMCG - Modern Trade Channel

Recruited to build and develop the newly introduced FMCG modern-trade channel in Kerala and South Tamil Nadu.

Notable Accomplishments

- Launched the business in the state attached the segment to the channel and added 6 distributors in the supply line.
- Multiplied the volume of business into 18 folds.
- Channel depth increased from 2 outlets to 7 Chains and 40 standalones.
- Registered and developed the union and state government streams of business

4. Goodyear India Private Limited – North Kerala

Professional Business Counselor – Jan 2011 to Apr 2012

Industry – Tyres – Retail Channel

Recruited to handle the business in north Kerala through the distributor and dealers channel.

Notable Accomplishments

- Touched the highest ever volume of the region in the FY 2011.
- The total volume of a year surpassed by 19% compared to the FY 2010.
- Handled 110 dealers of and appointed 2 Branded Retail Outlets in FY 2011.

5. United Spirits Limited – Ernakulam District

Territory Sales Executive –Mar 2010 to Jan 2011

Industry – FMCG Beverages – Hospitality Channel

Profile Description:

- All segment wise sales targets achieved in both volume and revenue during the tenure.
- Designing schemes against the whole year target and average buying volume of parties to ensure the penetration as well as the revenues.
- Conducting various promotional activities and product launches in the territories.
- Analyzed and submitted segment wise MRP comparisons with other brands for the registration renewal process in 2010.

6. Nestle India Limited – Pondicherry and North-East Tamil Nadu

Sales Officer – Dec 2007 to May 2009

Industry – FMCG – Food Service and Vending Channel

Joined as a sales trainee, successfully completed the training, and promoted as a Sales Officer to handle Foodservice and Vending business in the TN4 Territory.

Notable Accomplishments

- Touched the highest ever volume of a month in March 2009, first-ever the region has crossed Rupees 13 Million in the foodservice and vending channel.
- Handled Pondicherry and 6 districts in Tamil Nadu, brought the growth of 12% in the tenure.
- Listed and initiated the foodservice SKU sales through wholesalers in the region.
- Handled the entire distributors (21 Distributors) in the Area Sales Manager's area for institutional sales, appointed three new distributors for beverages vending business.

ACADEMIC QULAIFICATIONS

PG	MBA (Marketing and HR)	2005- 2007	Institute of Chartered and Financial Analysts of India
UG	B. Com	2000-2003	Mahatma Gandhi University

PERSONAL DETAILS

- Date of birth and age : 16-May-1982, 39 Years
- Marital status : Married

Language	Verbal	Read	Written
English	Fluent	Fluent	Fluent
Malayalam (Native)	Fluent	Fluent	Fluent
Hindi	Fluent	Competent	Competent
Tamil	Fluent	Competent	Competent