

VSR CURRICULAM VITAE

V.SRIDHARA BABU
Hyderabad / Vijayawada

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❖ CAREER OBJECTIVE & PASSION:

My intention is to build my career by working in a creative environment with a leading corporate company in highly competitive business environment, improving my skills and contributing to the company's growth. It helps me explore my full potentiality.

I have a desire to grow professionally by fundamentally strengthening the organization by delivering sustainable long-term results. Positive thinking, punctuality, dedication, and simplicity are my strengths.

❖ SKILLS & ABILITIES:

- ✓ Retail Sales, Marketing & Business Development.
- ✓ Business Strategy, analysis and execution.
- ✓ Channel Management - Retail & Wholesale Distribution.
- ✓ Appointment of new Distributors & Dealers.
- ✓ New Market Development.

- ✓ New Product / Brand Introduction, development and enhancing market share.
- ✓ Team Management & Mentoring.
- ✓ Leadership & Decision making.
- ✓ Monitoring & Management of Key Accounts.

❖ PROFESSIONAL EXPERIENCE:

I have extensive experience in Marketing, Sales, and Business Development & Channel Management activities. Has worked in highly competitive business environment markets with leading PVC pipes & allied products manufacturers and construction materials industries.

I have significant additional experience in introducing any new products/brands and marketing them effectively & enhancing the market share, and discovering and developing new market channels.. Having a good understanding of market trading strategies and their implementation.

- **SENTINI FLOPIPES INDIA PVT LTD - Hyderabad.**
STATE HEAD - Sales & Marketing.
From: 02/2020 to 09/2022.
- **KISAN MOULDINGS LTD - Mumbai. HQ: Bangalore.**
REGIONAL SALES MANAGER - Solvent Division.
From: 08/2017 to 01/2020.
- **KOTHARI AGRI TECH PVT LTD - Sholapur.**
REGIONAL SALES MANAGER - HQ: Hyderabad.
From: 11/2014 to 07/2017.
- **AMITEX POLYMER - Noida.**
Sr.MANAGER - SALES & MARKETING.
HQ: Vijayawada. From: 11/2013 to 10/2014.

- **NANDI GROUP OF COMPANIES - NANDYAL**
MARKETING MANAGER.
From: 01/2001 to 10/2013.
- **ULTRAMARINE & PIGMENTS LIMITED -**
Chennai.
Sr. Sales Representative - HQ: Hyderabad.
From:01/1999 to 10/2000.
- **M/s. RAJA AGENCIES - Super Stockiest for**
Brooke Bond Lipton India Limited for
Nandyal division, Kurnool Dist. of A.P.
Interim Sales Representative.
From 04/1993 to 1998.

❖ **CAREER PROFILE :**

- Primary & Secondary sales & Marketing strategy, analysis and execution and to achieve established sales and financial goals.
 - Channel Management - Retail & Wholesale Distribution.
 - Appointment of new Distributors & Dealers.
 - New Market Development.
 - New Products / Brands Introduction, Market development & enhancing the market share.
 - Demand generation, Implementation of Branding activities.
 - Monitoring and analyzing competitors' activities.
 - Monitoring & Management of Key Accounts.
 - Submitting reports to the top management on all marketing activities.
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❖ **CAREER ACCOMPLISHMENTS**

- The highest value of sales figures achieved and handled by me & with my team in a financial year was Rs.260.00 Cores.
 - I have successfully introduced and developed Kothari & sentini FloPipes brands in AP & Telangana markets. Today these brands have a stable position in AP & Telangana markets by building good market share.
 - I have appointed a strong distributor and dealer network for Kothari & Sentini FloPipes brands in the stipulated period.
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❖ **EDUCATIONAL QUALIFICATIONS:**

- Bachelor of Commerce: B.Com.
- Commerce & Management - 1988-91.
- Sri Rama Krishna Degree College - Nandyal.

❖ **REFERENCES:**

Name: Mr. N.CHANDRA SEKHAR.
Ex-Director - Aliaxis India - Ashirvad.
Mobile: +91 9900088513.

❖ **PERSONALITY & CONCLUSION:**

I am a good listener as well as a good learner. I can effectively work as a group leader as well as a member of group. Positive thinking, Punctuality, Dedication, Discipline, Determination, and simplicity are my strengths.

Thank you,
With Regards,
V. SRIDHAR.
