

## 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:**

Having 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.**

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## ❖ 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.**

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