

R. JAYAPRAKASH

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Seeking Senior Level assignment in Business Development / Channel management with a growth-oriented organization of repute in FMCG & Commodity Sector where my knowledge and experience can be well utilized

PROFESSIONAL SYNOPSIS

- **Attained Six Sigma (Green Belt) training from MOTOROLA UNIVERSITY.**
 - **Highly energetic and Optimistic having around 22 years of experience in the field of Sales and Distribution & Channel Management.**
 - **Dynamic and results oriented sales professional with rich experience and quantifiable achievements in strategic planning, financial management, world-class execution and business development.**
 - **Adept at handling day to day activities in co-ordination with internal / external departments for smooth business operations.**
 - **Proven skills in managing teams, orchestrating them with corporate expectations and motivate them to achieve the business goals and personal goals expectations.**
 - **Significant experience in managing business operations, executing business plans, for achieving profit and excels in managerial tasks.**
 - **Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills.**
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FUNCTIONAL RESPONSIBILITIES

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|------------------------------|--------------------------|--------------------------|
| - Strategic Planning | - Team Management | - Customer Acquisition |
| - Channel Management | - Business Development | - Sales Promotion |
| - Revenue Enhancement | - Key Account Management | - New Market Development |
| - Budgeting | - Liaison / Coordination | - Material Planning |
| - Product / Sales Promotions | - Brand Building | - MIS |
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CORE COMPETENCIES

Business development

- Identifying opportunities for growth, planning and implementation to tap new opportunities
- Analyzing competition to understand the market requirement and counter for growth in business and market share
- Formulate Monthly / Annual Plans, budgets and develop Business / Operational Plans to achieve AOP
- Evolving strategies & activities to achieve desired business objectives & recognizing the manpower to enhance motivation.

Channel Management

- Understand and implement the best distribution model for each territory which leads to best service at lowest cost
- Developing and appointing new channel partners to expand product reach in the market & coordinating with the dealers to assist them to promote the product
- Monitoring & evaluating the performance of sales of Channel Partners and dealers.

Financials

- Investing in growth; there by planning for better returns.
- Ensure cost effective operations / Schemes to delivers more profits
- Driven pack-mix swing for better profitability, focusing on High revenue customers with low discounting
- Top Line Growth(Gross Sales) & Bottom Line Growth (Net Profit)

People management/ leadership skills

- Train, manage, motivate, direct & lead
- Communication, interpersonal, multi tasking, relationship building

Focus on deliverables

- Consistently delivered Sales Volume, Revenue & Profit Targets

PROFESSIONAL EXPERIENCE

Consultancy - Free-lancing

Since May'2020 to Till Date

Job Profile

- Ensuring successful establishment of products in the south india Market and expanding PAN India
- Building infrastructure of the Network Channel & executing products Sales.
- Creation of Team to build around growth for the company.
- Ensuring Top Line and Bottom Line Growth is meet.

Muster Online Pvt Ltd

Since Aug'2019 to April'2020

Sales Head – South India

Job Profile

- Product Handled: Commodity Products, Branded FMCG Products.
- Ensuring successful establishment of products in the markets of Tamilnadu.
- Building infrastructure of the Network Channel & executing products Sales.
- Creation of Team to build around growth for the company.
- Ensuring Top Line and Bottom Line Growth is meet.

Highlights

- Creation of 172 Service Partners & 12 High Profile Business Partners
- Handling a team of SM RSM ASM & TSI TSO of total strength of 280 Peoples.

Dhanalakshmi Srinivasan Pvt Ltd.,

Since June'2018 to July'2019

Sales Head – South India

Job Profile

- Product Handled: FMCG Products, Masala, Spices, Raw & Refined Sugar, Rice, Jiggery, Staples, etc.,
- Ensuring successful accomplishment of set business targets on monthly, quarterly & annual basis.
- Building & executing activations based on shopper & consumer insight that grows the category & brand share.
- Taking adequate measures to monitor/review and improve the processes in the Sales operations through constant audits with specific focus on developing channel execution capability of the field force.

Highlights

- Managing & Growing with 50 Crs Turnover
- Handling 7 Managerial People and 45 Front Line People across south.

Devyani Foods Pvt Ltd.,

From June'2016 to June'2018

Sales Manager – Tamilnadu & Kerala

Devyani foods Pvt Ltd - is a 3500 Crs turnover company. The company is in Ice Cream, Dairy, Non Dairy & Frozen Foods etc.,

Job Profile

- Product Handled: Ice Cream, NDC, Dairy Product and Frozen Products
- Brand Handled: Cream Bell, Farm Bell
- Ensuring successful accomplishment of set business targets on monthly, quarterly & annual basis.
- Building & executing activations based on shopper & consumer insight that grows the category & brand share.
- Identifying and networking with financially strong and reliable distributors/channel partners to achieve deeper market penetration; planning inventory with national / regional distributors.
- Taking adequate measures to monitor/review and improve the processes in the Sales operations through constant audits with specific focus on developing channel execution capability of the field force.
- Improve market shares, VPO changes, distribution and channel development, development of products, seasonal programs and activities.
- Manage relations with key customers, control current customers and ensure profitable outlet growth.
- Ensure right talent recruitment, regular training & development of the field force.
- Providing direction, motivation and training to the field sales team; ensuring optimum performance for all operational and sales related issues.

Highlights

- Created Infra of Distributor (12 Nos) (Chennai), Company Manpower (20 Nos) in a span of four month
- Grown Business from Zero to 4.00 lac Ltrs (Ice Cream) in 15 Months

Narang Group.,**From April'11 to May'2016****Area Sales Manager – South Region – Karnataka & Tamilnadu**

Narang is the Channel Partner for selling premium Foods & Beverages in the country. They have partnered with companies like Redbull, Evian, Orangina, Lindt Swiss Chocolates, Illy coffee, Ronnefeldt tea & Coffee machines. They also own a Mineral Water brand “**QUA**”.

Growth Path in Narang Group

- Area Sales Manager - Beverage (TN & Kerala) - April'2014 – May' 2016
- Area Sales Manager – Food (South Region) - April'2011 – March'2014

Job Profile

- Products handled: **Lindt, Illy Coffee, Ronnefeldt Tea & Coffee Machines**
- Products handled: **Red Bull Energy, Orangina fruit drink, Qua Mineral Water, Monster Energy Drink, Fruit Shoot & Blue Mineral Water.**
- Channels Handled : Traditional Retail & Modern Retail
- Identification & appointment of distributors for South
- Team Recruitment & Development for General Trade & Modern Trade Business.
- Succeeded in achieving 81% distribution in the very first month of taking up General Trade
- Building business Models for distributors for Better ROI.
- Understanding current Market Trend for planning & Designing the Policies.
- Studying the New launch in the market of Competition and formulating Guidelines.
- Competition tracking on all parameters on monthly Basis.
- Market segmentation and Understanding.
- Channels covered includes Modern Trade, General Trade, Horeca etc..
- Preparing MIS reports on monthly basis.
- Teams Handled & Trained 7 TSO (On Roll), 5 Merchandiser (Off Role) & 2 Technical (On Roll)

Highlights

- Grown Business from 25 lak to 1.00 Crs
- Corrected systems on distribution, market work, logistics
- Supported to stabilize Direct operations – Route to market in north Chennai

Tata Tele Services Limited.**From October'2005 to March'2011****Zonal Business Manager – Madurai - Tamilnadu****Growth Path in TATA**

- Manager - November'2008 – March'2011
- Assistant Manager - October'2005 – October'2008

Job Profile

- Heading **entire operations** of PCO business in Trichy and Madurai Cluster,
- Mentoring a team of 3 On Rolls, 4 Off Roll employees, and 6 parallel reportees
- To direct, motivate and drive the team towards set objectives and report to Cluster Head
- Meet or exceed the AOP in all functional areas i.e. Operations, Marketing, Customer Care, I&R etc...
- Lead critical operational projects that are important for business, in any of the functional areas or geographies of the cluster,
- Take business decisions pertaining to the region handled in concurrence with the circle head,
- Analyze key operational KPIs and use that analysis to improve results.
- To Improve Gross additions, control Churn, and ensure positive adds,
- To improve overall health of the business, and increase ARPU and the revenue

Highlights

- Identified market requirement; initiated, coordinated with product team and launched new products
- Revamped entire cluster by closing distribution gaps, eradicating non performing distributors and manpower, and taken the cluster for achieving **100%AOP (07-08)**,
- Increased Miracle base; and revenue increased to **95 Lakhs** from **18 Lakhs** in ILD.
- Rolling out new distribution model in Telecom industry thru Project Green Belt to increase Revenue, & Control Churn.

Dabur Food Limited,

From June'1997 to September'2005

Various Roles MIS to Sales Officer – *Chennai, Coimbatore, Madurai, Trichy and Salem*

Job Profile

- Responsible for achieving set up targets: profit, volume, product distribution, asset placement and others as per Business Plan in assigned territory.
- Creating standard systems & process on reporting, & sales tracking.
- Improve market shares, VPO changes, distribution, and channel development, development of products, seasonal programs and activities.
- Manage relations with key customers, control current customers and ensure profitable outlet growth.
- Manage implementation of basic merchandising principles and channel standards, & Implement Model Store concept according to the plan.

Highlights

- Increased availability and the market share thru in-depth distribution.
- Created the model market for Chennai through activating the Outlets.

EDUCATIONAL QUALIFICATION

- B.Sc from University of Madras
- (MBA) from Dr Allagappa University (Undergoing)

PERSONAL INFORMATION

Date of Birth : 15th June 1976
Marital Status : Married
Linguistic Abilities : Tamil, English, & Telugu, Hindi (Only to Speak)