

RESUME

A.VASANTHA RAJ

1063,Kumaran Street,
Kalaiyar Kovil,
Sivaganga District-630551 Tamilnadu.

Mobile : +91 - 7200136275

E-Mail :aathy22raj@gmail.com

CAREER OBJECTIVE:

To take initiatives and responsibilities by being a vital member in the team and to make remarkable contributions to the organization with complete team spirit.

CAREER SUMMARY :

- 9 years of experience in coordinating Sales of Agriculture Implement products
Experience summary
- **Advanced Global Technology LLC, Muscat (2014 to 2015)** Worked as Site Engineer
- Successfully Implemented the Radio Access Network Swap for **Ooredoo** Oman

Vasaantham Traders(2015 to 2019) Worked as sales executive under following dealers:

- XYLEM POWER WEEDER
- KIRLOSKAR POWER TILLER
- GOMADHI ROTAVATOR
- **Kovai Classic Industries Pvt Ltd & Varsha Agro Mach** - India's leading Power Weeder Manufacturer(2019 to 2022)
 - **Designation: SALES MANAGER** – Sales and Marketing – Central and South Tamilnadu
 - **VST TILLERS TRACTORS LTD-** India's leading Power Tiller Manufacturer (2022 to 2024)
 - **Designation: Assistant Manager** – Sales and Marketing – South Tamilnadu
 - **MASCHIO GASPARDI INDIA PVT LTD** – India's Large Rotavator Manufacturer (Present)
 - **Designation : Assistant Manager** – Sales and Marketing

RESPONSIBILITIES:

- Responsible for Sales Target at Primary & Secondary level for Central and South Tamilnadu
- Monitoring competitor activities and reporting to HO

- Successful implementation of promotional activities like van campaign, cluster meets, corner meets, retailer meets, mechanic meets etc., to generate secondary sales.

- Planning, implementing and monitoring of loyalty programs like schemes, TOD etc., to the channel.

- Maintaining the price stability in the market

- Managing the Business Partner network efficiently and effectively

- Appointing new BP when there is a requirement for replacing non-performing BPs

- Ensuring BPs monthly, quarterly and annual target achievements thru secondary working/

Joint visits etc.,

- Enhancing share of business at retailer counters over competition

- Tracking BP's stock and liquidation plan

- Implementation of company policies and procedures PRIMARY INTERACTIONS :

- Internal - HO/ RO/ Team

- External - Business partners / Retailers / Mechanics/ OEMs

- End Users - Farmers

ACADEMIC QUALIFICATION :

Qualification	School/College	Year	Percentage
DCE	St Michael Polytechnic College– Kalaivarkovil	2010 - 2013	80%
SSLC	VR Veerappa Higher Secondary School - Peraurani	2008	71%

ACHIEVEMENTS :

- Appoint Distributor For Two Vacant Districts.

- Increased market share and sales in Central and South Tamilnadu up to 109% for FY21

- Ever highest Sales To Achieve FY20

- Ever highest Promotional activity done in 2019-20.

- Nearly 50 Secondary networks activated in Central and South Tamilnadu.
- Improved the Secondary Sales at degrown Area from the Field Work.
- Improved the Primary Sales at degrown Dealer from the Field Work.

PERSONAL PROFILE :

Date of birth	: 21.03.1993
Gender	: Male
Language known	: Tamil , English
Marital Status	: Married
Nationality	: Indian

PLACE :

DATE :

(A.VASANTHA RAJ)