



Contact Details:

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Skills:

- An ability to understand dealers and farmers needs
- Know end-to-end sales process
- Critical thinking and problem-solving skills
- Creativity and writing skills
- Good organization and planning skills
- Communication skills and Networking
- Adaptability
- A willingness to learn
- Project management skills

Academic Credentials:

- Master of Business administration (MBA) 2008 - 2010
Nagarjuna College of Eng & Tech (Bangalore)
Percentage In MBA 62.50%
Govt arts college: (Arts)
- Bachelor Degree from Bangalore University - 2004 - 2007
Percentage 63%
- PUC in Arts 2002 - 2004
Percentage 60%

Rakesh KH

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Mobile: +91 9590511113 - Email: 2rakesh.ncet37@gmail.com

Professional Experience:

- 12.3 years of experience in Agriculture equipment's and machineries marketing, Sales and commercial testing.
- FMT&TI (Farm machineries training and testing institute)
- Initiated and worked in more than 145 machineries testing in Central government approved agriculture testing institutes throughout India
- Worked in end-to-end start-up of unit. This includes building the company from ground level. Reached Andhrapradesh state sales revenue of 6.5 CR in one year (2012-13) from 1.0 cr at KisanKraft Machine Tools Pvt., Ltd
- Extensive experience in taking care of subsidy tenders related to agriculture machineries across different department & different states (Agriculture, Horticulture, Sericulture/Serifed and animal husbandry etc.
- Have huge dealers' network in Karnataka, Telangana, Andhra Pradesh, Kerala and Tamil Nadu. Also have fare connects in northern states of India
- Have good team building ability. Manages team of 5 in marketing and 4 in testing
- Have extensive experience in conduction regular workshops, product demos & service camps for dealers & formers

Profile Summary:

Organisation	Designation	Period	Duration
Fortune Agro Impex	Manager for Marketing & Testing	Nov-15	Till date
Kodibail Agro Mac	Marketing Manager	Sep-13	Oct-15
kisanKraft Machine Tools Pvt Ltd	Marketing Executive	Dec-11	Aug-13
Mahindra Mom & Me	Sales Executive	Nov-10	Dec-11

Professional Experience Details:

Manager for Marketing and Testing - Fortune Agro Impex (Nov 2015 till date)

Job Responsibilities

- Currently working as Marketing and Test Manager
- Achieved milestone of receiving 25 farm machinery commercial test reports in one year at FMT&TI institutes throughout India
- There are a total of 30 agricultural testing institutes in India, of which I have conducted testing at 14 institutions
- Manage all marketing campaigns for the company/ department
- Conducted regular workshops, product demos & service camps for dealers & formers
- Align creative direction with the strategic goals of a company
- Create and implement marketing strategy, and inventive marketing tactics for all types of agro machineries
- Managed any public relations and tackle internal and external problems, if any
- Regularly Performed competitor research
- I have participated in various state subsidy tenders and worked to get approval for various agro machinery products.
- Covering end-to-end market building in KL, AP, TG, TN, Assam, Odissa and Uttarakhand
- I have sound experience in handling end-to-end (DBT) Direct Beneficiary Transfer Portal processing.
- Conducted market research and research on agricultural machinery, introduced new products and increased sales
- Have experience in managing team of 5 in marketing and 5 team members in testing
- Directed the launch of new products resulting in revenue of 100 cr for FortuneAgro. This has been achieved by launching the product in different states of India.
- Have experience in handling CPCB activities (central pollution control board)

Conducted testing at some of the prominent institutes

1. CRFMT&TI, Budni, M.P
2. NRFMT&TI, Hissar, Haryana
3. SRFMT&TI, Garladinne, AP
4. NERFMT&TI, Biswanath Chariali, Assam

Workshops attended:

- Interpersonal Skills
- Knowledge Management
- Time Management/Building
- Presentation Skills
- Effective Business Communications
- Operational Risk and Audit issue

Languages:

Languages	Speak	Read	Write
English	✓	✓	✓
Hindi	✓	✗	✗
Kannada	✓	✓	✓
Telugu	✓	✓	✗

Marketing Manager - Kodibail agro Mac

Sep 2103 till Oct 2105

Job Responsibilities

- Worked as Marketing manager for AP and TG
- Built entire marking structure for Kobibail from scratch
- Achieved revenue of 3 cr for the first year and increased to 5.5 CR in next year
- Managed team of 2 in marking
- Undertaken machineries testing at FMT&TI institutes
- Worked in getting subsidiaries for agriculture machineries by department of Ap and TG

Sales Executive - KisanKraft Machine Tools Pvt Ltd.,

Dec 2011 to Aug 2013

Job Responsibilities

- Worked as sales exec for Andhra and Telangana division
- Introduced products to new market which help in increase in sales
- Increased sales from 1 to 6.5 cr in span of one year
- Build extensive dealer network at taluk and district level in AP and TG
- Build rapport with dealers
- Conducted regular field level camps to provide demo to dealers and farmers
- Problem solving - dealers
- Conducted service camps for dealers and farmers to educate in various issues related to agriculture machineries

Sales Executive - Mahindra mom and me

Nov 2010 to Dec 2011

Job Responsibilities

- This was a company managing mother and baby products
- Received various recognizes for uplifting the sales
- Provided suggestions which helped in increasing the sales

“I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and I undertake to inform you of any changes therein, immediately. In case any of the above information is found to be false or untrue or misleading or misrepresenting, I am aware that I may be held liable for it”.

Regards,
Rakesh K H