

A SRINIVASA RAO

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PROFILE

A self driven result-oriented Sales, Marketing and Distribution professional with over 25 years of experience across the automobile, ancillary and agriculture sector. Strong exposure in retail and institutional sales and handling a wide network of 3000+ retailers along with a team of 100. An expert in business development, planning and execution, branding, profitability, P&L including general warehouse operations and MIS. Someone with leadership skills who can add value to any organization

KEY SKILLS

- Network Expansion
- Market Intelligence
- Operational Excellence
- Revenue Generation
- Talent Acquisition
- Team Management
- Inventory Management

CAREER GRAPH:

Name of the company	Position	Role	Tenure
Veda Seed Sciences Pvt Ltd	General Manager	Head-Marketing	Jan'2020 - Till Date
Automotive Manufacturers Pvt Ltd	Regional Parts Head	Head Operations	Jan'2019- Dec'2019
LPF Systems Pvt Ltd	General Manager	Head Operations	Jan'2001- Dec '2018
Shalivahana Construction Ltd	Marketing Manager	Marketing	Sep'1998 -Dec'2000
Chaitanya Packaging Pvt Ltd	Executive-Sales	Sales	Jun'1996 -Aug'1998

ORGANIZATIONAL SCAN

- **Veda Seed Sciences Pvt Ltd - Hyderabad - General Manager Marketing - since Jan '20 – Till Date**

Veda Seeds was established in 2011 in Guntur (AP) develop and supply high quality seeds in crops like Cotton, Corn ,Paddy, Sunflower & Vegetables . And is a research driven company for sale of Bollgard II cotton hybrids in India.

Roles: Sales and Marketing operations in AP , Telengana , Karnataka & Tamilnadu

- Led a team of 102 at the Hyderabad regional office and managed sales and marketing operations end to end by achievement of sales target, delivered bottom line, identified right products to increase the product basket and product development
- Hired and trained a strong passionate team to achieve the aspirations of Veda in the cotton seed business
- Built and handled a network of 1800+ Distributors/Dealers across AP, Telangana, Karnataka & Tamil Nadu and devised marketing incentive scheme for the distributors across
- Devised sales strategy plans that increased the market share for each segment, ensured ROI and handled P&L for the business

➤ **Automotive Manufacturers Pvt Ltd - Hyderabad - Regional Parts Head- since 21st Jan '19 – 31st Dec'19**

Automotive Manufacturers Pvt Ltd was established in the year 1948 and The Company took up marketing of products by Ashok Leyland in the state of Maharashtra, Andhra Pradesh , Telengana and Gujarat , Mahindra in AP & TS and they are dealer for Kobelco, Maruthi Suzuki and Audi and one of well known Automobile spare parts trading organization engaged in Ashok Leyland - Layparts Distribution channel_

Roles: @ Ashok Leyland – Spare Parts Distribution

- Headed a team of 66 and 9 branches and achieved distribution targets with a network of 2400+ retail touch points across AP & Telangana
- Planned the business target, sales forecast and tactics that helped achieve desired targets
- Ensured steady supply from the manufacturers to meet customer demands Trained the new joiners, provided immediate feedback and methods to improve performance in the organization to generate sales numbers
- Created model specific strategy in line with the business plan

➤ **LPF SYSTEMS PVT LTD - Hyderabad - General Manager - Jan 2001 – Dec 2018**

LPF – one of trading organization engaged in TATA Passenger Car / Commercial vehicle Spare Parts/ Greaves Engine Spare Parts /Cummins Automotive Spare Parts/ VE vehicle Spare Parts / Tata Autocom Parts /Shell Lubricants Distribution channel_

- Steered 7 distribution verticals with 6 branches and a team of 90 and a network of 3000+ retail touch points across Andhra Pradesh & Telengana to achieve the distribution volume

➤ **Shalivahana Constructions Ltd – Secunderabad , Sep’1998 – Dec’2000**
Marketing Manager

Shalivahana , well known construction company at Hyderabad

- Commercial space sale in Minerva Complex at Secunderabad
- Manage sales agents - Administration duties - Meeting with clients – Maintain client relationship

➤ **Chaitanya Packaging Pvt Ltd .., Guntur :since Jun’1996 – Aug’1998 – Sales**
Executive

Chaitanya Packaging Pvt. Ltd., popularly known as CPPL, is the market leader in heavy duty corrugated manufacturing in India based at Guntur - Andhra Pradesh

ACADEMIA

- Masters Degree in Business Administration -Marketing from SMU
- Bachelors Degree in Commerce from Nagarjuna University

IT SKILLS

- DOS, MS Office & SAP

PERSONAL DETAILS

Date of Birth: 06.05.1973
Spouse: House Wife
Children: Two – Sons
Address: PNo – 25 , Sree Vaishno Enclave
Beside SNR Garden , Kompally
Hyderabad – 500 014

Declaration : I hereby declare that the information furnished above is true to the best of my knowledge

Place : Hyderabad
Date: 30-08-2023

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