

K.V.RAMANA RAO

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Seeking assignments in Aqua feed Sales & Marketing/ Business Development with a reputed organization

Professional Synopsis

A result oriented professional with more than 18 years of experience in sales & marketing, Business development, dealers management of shrimp and fish feed/ agricultural products. *Presently associated with M/s R.N.K Agro & Chemicals Pvt Ltd., as Senior. Asst. General Manager.* Extensive experience in Brand development, exploring and developing new markets, dealers, accelerating growth & achieving desired sales goals through business developmental activities. Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling strategies. An effective communicator with excellent relationship & team management skills. Possess a flexible & detail oriented attitude.

Academic Highlights

1993 Bachelors in Agriculture from ANGRAU, Agriculture College, Bapatla.

2008 PGDBM from Hyderabad Central University, Hyderabad.

Career Highlights

Aug'94-Mar'96	Zeneca ICI Agro Chemicals as Agro Chemicias Sales Trainee.
Mar'96-Jan'12	Zuari Industries Limited as Manager-Marketing.
Feb'12-Oct'14	KK Crop Sciences Pvt Ltd as Regional Sales Manager. Hyderabad.
Nov'14-Apr'16	Nexus Feeds Ltd., as Senior Regional Manager.,Krishna district.
Since May'16	R.N.K Agro & Chemicals Pvt Ltd., as Senior Asst., General Manager, Bhimavaram

Chief tasks handled

Sales & Business Development Operations

- Budget preparation for entire area of operation.
- Managing the sales and marketing operations and accountable for increasing sales growth.
- Driving sales initiatives to achieve business goals & managing the frontline sales team to achieve them.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.
- Implementing field promotion activities in creating Farmer pull to a product.

- Responsible for demand forecasting & managing inventory pipeline, ensuring ready availability of products as per the market demand.
- Effectively organized Sales promotional and Brand building activities in rural areas to create awareness among farmers about new brands.
- Efficiently organized farmers visit to research stations to motivate end users as a part of Lab To Land programme.

Field Work: Participated and organized farmer meetings, dealer meetings, Field staff training Programmes, Farmer visit to research stations, Sub-Dealer Training programmes, Intensive Farmer Contact Programmes, Spot Demonstrations, Fairs & Exhibitions etc., in different places of AP and Telangana States.

Business Development

- Evolving market segmentation & penetration strategies to achieve targets.
- Identifying key/ institutional accounts and strategically secure profitable business.
- Ensuring maximum customer satisfaction by providing pre/post technical assistance and achieving delivery and quality norms.

Distributor/ Channel Management

- Identifying and networking with financially strong and reliable dealers and channel partners for Aqua business, resulting in deeper market penetration and reach. Evaluating performance & monitoring distributor sales and marketing activities.

Notable Accomplishments

Successfully launched "**DAKSH**" Vannamei feed in Krishna, East and West Godavari districts and achieved 1000 Mts sales in a single month at **R.N.K Agro & Chemicals Pvt., Ltd.,**

Achieved from zero size to 170Mts of Aqua feed in Nexus feeds ltd., which is totally dead market for **Nexus feeds ltd.,**

Successfully organized Jai kisaan krishi sangams, farmer meetings, farmer training programmes & Intensive farmer contact programmes to motivate the first line adopters, to enlighten them. regarding the new Technology (or) an old one in a better way to the Farming Community

- Distinction of
 - Achieved 1000 Mts new **vannemei feed "DAKSH"** sales in a single month during 2016-17
 - Achieving 120 per cent of the annual target in marketing both fertilizers and pesticides
 - Achieved 100% target of Micro Nutrients with newly started present company in Telangana Districts.
- Instrumental in appointing new dealers in unrepresented & under represented markets.

- Increased the cash Vs credit sales ratio through proper monitoring of the dealers.

IT SKILLS: Proficient in working on MS Office, and PPT presentation.

Personal Details:

Date of Birth : 14th February, 1970
Languages Known : Telugu & English
Address : Bhimavaram

(K.V.RAMANA RAO)