

## **Suryanarayana. Nandam**

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### **CAREER OBJECTIVE**

To build a successful career in Distribution sales and utilization of my knowledge and skills in developing sales of the organization.

### **CAREER SNAPSHOT**

- A result Oriented professional with over **16 years of experience in Sales and Distribution** in Food, Beverages and Telecom Industries.
- Presently working **with Tata Tele Services** in Andhra Pradesh, Vijayawada Zone as **Deputy Manager Prepaid sales** division currently handling Vijayawada City & Krishna district Upcountry areas
- A keen planner, strategist and implementer with communicating abilities in accomplishing business growth on a consistent basis.
- Possess successful stint sales budgeting, business development, customer care and commercial functions in a challenging business environment.
- In-depth understanding of business processes and structured methodologies being practiced in industries.
- Proven skills in managing teams to work in synchronization with the corporate set parameters & motivation them for achieving business and individual goals.
- Significant experience in management of business operations, execution of business plans for achieving profit targets and general administrative tasks.
- An effective communicator with excellent interpersonal and relationship management skills.

### **WORK EXPERIENCE**

#### **TATA TELESERVICES LIMITED.**

**Period: March'09 to till date**

**Designation: Prepaid Deputy Manager**

**Location: - Chittoor & Krishna District**

#### **Job responsibilities:**

- Handling sales and distribution operations of Urban & rural Markets in Krishna district based at Vijayawada.
- Handling Gross Revenue of 40 lacks per month with an infra of 8 Distributors and 1100 Retail Outlets in different territories.
- Planning the strategy to increase Gross Adds, Achieve Primary and Revenue targets.
- As Chanel Manager the focus is multi dimensional – product promotion, supervision of distributors, field level interaction and performance evaluation, monitoring retail sales, distribution expansion, achieving targets, maintaining Distributor Stock norms.
- Ensuring High level Brand Visibility in every retail outlet thus increasing the awareness of new products and planning the schemes in accordance to the Market
- Finding gaps beat wise in terms of Secondary and Product availability at Retail Outlet
- Handling DSE (Distributor Sales Executive), total 17 DSE's
- Man - power management - Appointing & training of Sales and support team

- Preparing Sales and Forecasting Analysis
- Ensuring financial discipline of the distributor & dealer and Monitor distributor overhead expenses, profitability & ROI
- To track competitor activities and address with effective measures To ensure effective territory coverage through route planning, setting targets for distributors and DSE'S

### **Achievements:**

- ✓ Awarded **Best Chanel sales manager** for 21 months.
- ✓ Every month I will be in top 5 ranks in all KPIs Out of 78 CSM's .

### **Hindustan Coca Cola Beverages Pvt Ltd.**

**Period: April '05 to Mar'09**

**Designation: Sales Team Lead.**

**Location: - Atmakuru Mandal Guntur DT**

- Career **started as Sales executive and ended with stl** (total 2 Levels changed) with **3 Yrs 11 months** of experience.
- Handled and worked at Prakasham, District.
- Handled MD's, Distributors, Sales men, Service to Market, Brand focus / Availability, Merchandising, New & Old Products Promotions, Key outlet Management, Inventory management, Increase market Penetration & Share.
- Introduced HUB & SPOKE (centralization to decentralization) Business.
- Introduced AMC & Stock point operations in Prakasam Up country

### **Hatsun Agro products ltd ltd. (Arun Ice creams)**

**Period: April '04 to Apr'05**

**Designation: Sales officer.**

**Location: - Vijayawada**(Covered Five Districts Krishna, Guntur, Prakasam, Nellore& Chittoor)

- Worked as **Sales Officer for 1 Year**
- Initiator to implement macro level to micro level service.
- Invent and launches new products/promotions.
- Increased dealers / atomization / key accounts.

### **Idea Cellular ( Fusion DST)**

**Period: May 1999' to Feb'04**

**Designation: Post Sales Executive.**

**Location: - Vijayawada**

- Worked as Post Paid Sales Executive for 4 Yrs.
- Post paid activations General trade & Cug Activations for Enterprises Sales Handset Sales.
- Door to Door sales.
- SME sales.
- Daily activities at crowd areas.

## **ACADAMIC CREDENTIALS**

**Bachelor of Arts** from Nagarjuna University.

### **Computer Skills**

\*Operating System : MS-DOS, MS-Windows  
\*Software Package : MS-Office (Word, excel).

### **PERSONAL DETAILS**

Date of Birth : 29<sup>th</sup> Nov 1973.  
Languages : English, Hindi, Telugu  
Status : Married.  
Address : Pinnamaneni Residency  
Plot no: 102, Goli Krishna st  
Ramavarapadu  
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