

# SURESH KARUNAKARAN

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## 📄 Profile Summary

- A success-driven Sales & Marketing professional with 20+ years of proven track record in propelling business growth & Profitability by heading Sales and Business Development in senior positions with FMCG and Telecom Sectors.
- A Turnaround specialist in enhancing revenue maximization opportunities by making inroads into new Territories, launching of new network towns from the level of scratch and consistently delivering record-breaking revenues.
- Proficient in creating business development procedures, dealer and service standards, operational policies and guidelines with clear understanding & experience of operating each of the designated regions as a separate profit centre.
- Adept in managing business operations & drive projects with a key focus on the top-line performance through robust Business partnerships & tie-ups, channel & distribution management
- Expert in driving excellence in Corporate communications, branding elements, sales promotion planning, Channel Meets, Sales presentations, Coaching, managing and building up strategic relationships in establishing strong primary and secondary network.
- Excellent business acumen with an ability to execute a wide range of marketing strategies to establish market presence & increase revenues and Profitability for differentiated services & products
- A successful leader with outstanding abilities in leading Sales & Marketing Teams for entire Sales Process, Marketing & business development operations with a key focus on top-line Profitability while ensuring excellence always in the product and service standards.

## 🏆 Key Achievements

- Stupendous achievement of doubling the monthly Revenue from Rs.80 Lakhs to Rs.1.5 Crore from 4G GSM and a buildup of Rs.3.4 Mn from Jio Fibre in Hyderabad and from Zero to Rs.80 Lakhs in Bhongir Territories.
- Achievement of consistent Geographical elevation from Sircilla to Bhongir to Hyderabad Territories in a span of 4 years
- Accredited for being the First in:
  - ✓ Starting fully operational JIO Center in ROTS, 2015
  - ✓ Appointing and Signing for RD (Handset Distributor) and ARD.
- Recognized as the Best JIO CENTER WARD in the Group Level Competition for the first half-year of 2017
- Well appreciated and rewarded for making the 1st Crore Revenue Milestone in RCom, coupled with 1 Lakh acquisitions in a single month with a 60% contribution towards the overall performance.
- Recognized for being the Best Cluster in REC (Revenue Earning Customer) by a remarkable contribution of 30% in the Prepaid Activations from the owned clusters towards Circle Total @ RCom, Warangal
- Performance well recognized and rewarded as Best TSM for the July - Aug'07 in Idea Cellular Ltd.
- Phenomenal incremental Revenue from Rs. 1.26 Crores to Rs. 2.31 Crores, witnessing a whopping 83% growth - Idea,2006
- Distinction of attaining the first rank in the Coco-Cola inter-depot competition in P.E.T as well as obtaining the additional white goods.

## 👤 Key Competencies

- Sales Planning and Operations
- Market Analyst
- Business Development
- Strategy Planning
- Channel Management
- Budgeting & Forecasting
- Key Account Management
- Positive EBIDTA
- Customer-Centric

## 🧠 Skills

- Executive Leadership
- Relationship Building
- Negotiations
- Team Development & Mentoring
- Resource Optimization
- Strategic Partnerships
- Recruitment & Training
- Complaint Management
- Budgeting & Cost Control
- Go to Market Strategist
- Retail Operations

## 🎓 Education

- PGCBM - XLRI, 2013
- MBA (Marketing), Osmania University, 2001
- B.Sc, Osmania University, 1997

## 💻 Technical Skills

- Windows-95, 98 & 2000
- Packages Known: MS-Office, Excel & MS Word

## 💬 Personal Details

- DOB : 27th Oct 1976
- Linguistic Abilities : English/Hindi/Tamil/Malayalam/Telugu



**• Work Experience**

**Mar 2021 - Till date : Syska Led Ltd, Hyderabad Asst.Branch Manager  
(Rest of Telanagana and Secunderabad Except Hyderabad mkt & Troop Bazaar)**

- Responsible for Sales & Distribution in 29 districts of Telangana, & Secunderbad Mkts Handling 24 Cr per annum.
- Business with a team of 4 ASMs, 6 TSMs & 32 SOs Trade material Planning, Primary, Secondary, collection & driving Tertiary with team.
- Handling Projects, Price negotiation with customers
- Handling Super stockist for ROT
- Organizing and executing training programs for sales personnel
- Evaluating employee performance and providing feedback and coaching as needed
- Recognizing employee achievements and encouraging excellence in the work environment
- Developing and implementing sales plans
- Conducting regular sales and operations meetings
- Organising marketing & demand generating activities and events for the branch.
- Increasing brand awareness for the company within the community
- Interacting with customers on a regular basis to ensure satisfaction and gain useful feedback
- Assessing market conditions and identifying opportunities
- Drafting forecasts and business plans
- Coordinating with other branches to share knowledge, plan promotional activities, or achieve goals

**Mar 2015 – Mar2021 : Reliance Jio Infocomm Ltd, Hyderabad Center Manager**

- As an Operations & Profit Center Head, Responsible for driving Revenues, Sales & Marketing in coordination with functions like Network Planning, Customer Service, Finance, Device Care, Supply Chain & Logistics by Planning, Strategizing & execution
- Worked in Sircilla, Bhongir & Hyderabad Markets for Fixed & Mobile Business worth 1.5Crore & 2.4Crore of revenue
- Mentoring, reviewing and attaining organizational goals with a team of 75 On Roll and 90 Off Role employees
- Streamlined Systems & Processes to ensure strict adherence to all SOPs, Statutory compliances & Liaisoning with Govt officials
- Lead and directed happy and engaged resources of the Centre in order to deliver Business Plan & best Customer Experience
- Pioneer in driving different go to market strategies suited for every centre in order to manage City distribution plans.

**May 2014 – Feb 2015 : Ishta Communications Ltd, Hyderabad (FOCO-Branded Mobile Stores) Entrepreneur**

- Accountable for End-to-end business operations - Franchise scouting, store location & Launch, manpower recruitment & Training
- Manage and drive the Profitability and Productivity of the stores with a team of 18 Store Managers and Store Executives.
- Introduced store-specific marketing and promotional activities which will enhance walk-ins and in-turn increase productivity
- Appointed 8 Franchisees & launched first Mobile Branded Store in 5 big towns like Medak, Bhongir, Jangaon, Jagital & Nirmal

**Aug 2011 - Mar 2014 : Reliance Communications Ltd, West Godavari & Hyderabad Sr. Manager -Distribution Lead**

- Got elevated and led the 18-Member Team in Hyderabad for the Profitability of CDMA & GSM Prepaid business operations
- Managed Hub -8 & Spoke-106 Model for CDMA, GSM, HSD 1x data cards business in West Godavari with a team of 9 TSMs
- Instrumental in doubling the Gross Adds with an increase in revenue from Rs.56 lakhs to Rs.81 lakhs (42% growth) in 4 months

**Apr 2010 – Feb 2011 : Sistema Shyam Teleservices Ltd, Nizamabad Sr. Lead (Zonal Business Manager)**

- Managed Nizamabad, Nalgonda, Medak and Adilabad Territories by heading a team of 5 Area Manager for Prepaid CDMA
- Implemented roadshow activities along with Kiosks for maximizing the use of low utilized towers and enhanced Brand Visibility
- Been the first Territory to complete the appointment of 20 Distributors before the Launch and 5 partners in <20K Population
- Recognized as the first Cluster in ROAP to achieve 3000 Gross Adds in a month

**Dec 2008 – Mar 2010 : Reliance Communications Ltd, Warangal**

**Sr. Manager -Distribution Lead**

- Spearheaded Prepaid GSM launch in Warangal Territory with an 18member Team
- Managed Sales & Revenues of CDMA & GSM Prepaid business in an efficient manner along with the infrastructure development
- Appointed 5 exclusive GSM Distributors and Increased Rural markets Penetration by introducing various branding activities

**May 2008 - Dec 2008 : Tata Tele-Services Ltd, Hyderabad**

**Additional. Manager (CBMU)**

- Managed a team of 3-Executives/Management Trainee's and 3 Distributors and ensure Revenue through Handset sales
- Accountable for Business Operations (Sales & Customer Service - CDMA, GSM Prepaid) as well as the infrastructure development
- Successfully contributed 20% to the Zone towards Circle CDMA Activations and Handset Primary (3000 handsets /per month.)

**Nov 2006 – April 2008 : IDEA Cellular Ltd, Hyderabad**

**Asst. Manager (Sales) - Prepaid**

- Led the team of 40 Members including 2 TLs, 25 Promoters and 13 DSRs to manage 3 prepaid –distributors
- Increased the active outlet penetration by 25% in one of the highly competitive markets of Hyderabad
- Improved the market share from 35% to a whopping 85% with the successful implementation of the Promoter's strategy

**Mar 2004 - Oct 2006 : Hindustan Coco-Cola Beverages Pvt Ltd, HyderabadSr. Sales Executive**

**Jul 2001 - Feb 2004 : Haldiram's Food International Ltd, HyderabadSales Officer**

**Jul 1997 - Aug 1999 : Bisleri International Ltd, HyderabadSr. Marketing Executive**

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