

## ASOK KONDA

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### CHIEF EXECUTIVE OFFICER.

**MBA in Marketing from IIAM backed by Bachelor of Commerce from L Bullaya College, Andhra University, Visakhapatnam**

Strategic Marketing • Business development • Sales Planning/ Budgeting • Sales Promotion • Brand Building • Product Launch • Corporate /Institutional/ Industrial sales • Credit Management • Distribution Management • Team Leadership • Product Positioning • Customer Relationship Management • Strong Interpersonal & Presentation Skills

- Sales Management professional with **over 30 years** of career success in steering **sales & marketing, business development, channel development, management operations, brand management, revenue generation, predominantly across Tyres/Batteries/Lubs/Commercial vehicle sales industry. Presently associated with S.K. Sarawagi & Co. Pvt. Ltd., Vizag (AP) (Manganese Mining Division) as a Chief Executive.**
- Expertise in rolling out innovative strategies to capture and retain market share across diverse market segments.
- Capable of developing strong network of channel partners – Dealers, Distributors, Franchisees etc to widen product distribution & enhance penetration.
  - Distinction of having worked with brands like **MRF TYRES, HANKOOK, Infinity, Ashok Leyland Vehicles, Kobelco etc.**
- Outstanding success in building and maintaining relationships with key corporate decision-makers establishing large volume, high profit accounts with excellent levels of retention and loyalty. Efficiently dealt with key clients namely:
  - Coal India - Nagpur, Singherani Collarries , NCL - Singaroli (MP), Vizag Steel Plant , Major ports like - Visakhapatnam Port Trust, Paradip Port-Odisha, - Mahindar & Mahindar – Zahirabad, BHEL - Hyd., APSTRC - Hyderabad & Vijayawada, OSRTC-Odisha, South Eastern Coal Ltd., Chhattisgarh.
  - **UAE Accounts** - Fujairah Port, RAK ROCK - Limestone Mines-RAK , Sharjah Municipality, Sharjah / Dubai /RAK Airports and Sharjah Cement Company - Sharjah.
- **Strong team leader, trainer and a natural motivator** having ability to drive team efforts to generate maximum team productivity. Consistent performer with strong track record of exceeding sales & profitability targets. Prolific relations builder with fine tuned analytical and problem solving skills. **Superior verbal and written communication abilities.**

### PROFESSIONAL EXPERIENCE

**S.K. SARAWAGI & CO PVT. LTD, VIZAG (MINING/ SHIPPING & MAKING STEEL)**

**Since June 2012**

**Chief Executive Officer.**

- Successfully monitored 8 open cast mines & leading a team of experienced mine managers and other support departments like Production, Sales, Mechanical, HR, Procurement, Legal etc. and ensuring that ore is been extracted as per the specified quantity and quality/grade and shipped to the customers for domestic and overseas consumption.
- Identify and rectify anomalies/ areas of obstructions to ensure smooth operations. .All statutory compliances and liaisoning with Govt. Departments was the key focus area.
- Pivotal in initiating, planning, execution, monitoring, controlling and completing the process of getting new mining leases as scheduled and implementing operational processes for increased efficiency.
- Was directly reporting to the Chariman / Director on a day to day basis.

**AL DOBOWI TYRE COMPANY,DUBAI, UAE**

**Jun 2010 - Jun 2012**

**Sr. Branch Manager**

- Led the overall Sales & Marketing operations of products like Tyres, Batteries, Lubricants and Service Centers throughout Dubai, Sharjah, Ras Al Khaimah, Fujairah, Ajman and UAQ. Brands handled are Hankook/Infinity/Yuvasa etc.
- Successfully managed 4 departments namely Tyres, Batteries, Lubs and Service Center to generate sale through existing dealer network, new dealer appointment, fleet management, Consumer Contact, branding, pricing, revenue through service center, Govt accounts, Franchisee operations etc.
- Recruited, trained, monitored and motivated the manpower and ensured quality deliverables in the market.
- Visited the Hankook Tyres factory in Seoul, SOUTH KOREA for technical training.

**AUTOMOTIVE MANUFACTURERS PRIVATE LIMITED, (AMPL) VIZAG.**

Aug 2006 - Jun 2010

**Branch Manager**

- Managed end-to-end sales of six departments in Ashok Leyland division namely Truck / Spares / Lubricants Sales, Workshop, CE Division & Luxury Cars (Audi/Volkswagen)
- Around 150 sales and technical persons report to me and I report to the Executive Director.
- Understood the operational aspects in ports and introduced new products (the tip trailers) that are suitable for bulk movement there by reducing their costs which resulted in additional sales.
- Stood No-1 position for three consecutive years on the Balance Score Card Audit program of Ashok Leyland.
- Effectively planned & executed strategies to meet predefined volumes, market share and profitability of the branch through continuous training & performance management of sales personnel, meeting individual & group targets..

**MRF LIMITED (MRF TYRES), CHENNAI.**

Jan 1994 - Aug 2006

**District Manager**

- Responsible for network expansion through appointment of new dealers, retaining the existing one dealers, sales forecast and implementation of sales plan across Andhra Pradesh, Telangana based at Hyderabad and Vijayawada.
- Also worked for a year in Odisha, two years in Madhya Pradesh as District Manager heading the branch covering Madhya Pradesh & Chhattisgarh State.
- Handled sales volume of Rs. 250 crores p.a by managing multiple depots and district offices.
- Instrumental in opening Tyres and Service centers (T&S) with the latest state of technology in AP/MP/Odisha/Telangana.
- Led and managed sales executives, service engineers, 7 sales officers and office manager along with 22 operation staffs.
- Liaisoned with dealers/customers towards promotion of company's product. Organized & executed customer awareness programs.
- Reduced over dues, took dealers under financial/ profitable discipline, expanded business in upcountry areas through penetration/extraction, aligned business product/category wise according to market structure.

**GATI (DESK TO DESK CARGO), PEENYA INDUSTRIAL AREA, BANGALORE**

Aug 1993 - Dec 1993

**Business Development Officer**

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**ACADEMIC CREDENTIALS****MBA in Marketing** 1992 • IIM, Visakhapatnam.**Bachelor of Commerce** 1989 • L Bullaya College, Visakhapatnam.**Intermediate** 1986 • BVK College, Visakhapatnam.**Trainings**

- Basic Leadership Skills & Effective Communication from XLRI, Jamshedpur (10 Days).
  - "Managing Sales & People" from Mercuri Gold Mann (India) Pvt. Ltd., Chennai.
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**PERSONAL DETAILS****Date of Birth:** 13th December, 1968.**Languages Known:** English, Hindi and Telugu.