

SHRIKANT N SUBBANAVAR

35'B, Priyadarshini Colony, Behind Rotary School, Gokul Road, Hubli – 580030
+91- 8660610802 | snshrikant1968@gmail.com

OBJECTIVE

A dynamic professional work experience in **Sales & Marketing, Business Development, Channel & Distribution Management** and **Key Account Management** along with strong **analytical, communication skills** and **technical understanding** in **Oil & Lubricants**. Actively looking for opportunities in a growth oriented organization to learn, build and grow

PROFESSIONAL SKILLS

- ⊙ Sales & Marketing
- ⊙ Channel & Distribution Management
- ⊙ Strategic Planning
- ⊙ Market Research & Development
- ⊙ Key Account Management
- ⊙ B2B & B2C Business Delivery
- ⊙ Promotion & Pricing Strategies
- ⊙ Team Building & Collaboration

CAREER HIGHLIGHTS

- ☑ **Awarded Best Performer** for the year 2014-15 delivering a volumes from different Segments
 - ☑ **Successfully led the initiative** on partnering with public sector companies like HAL and consistently adding other companies like BEML every year. This is a first of its kind initiative for APAR Industries in its history
 - ☑ **Successfully Led** Business Development activities like partnering with large industries and increasing customer base for metal working oils and Semi Synthetic at APAR Industries Ltd.
 - ☑ **Developed** virgin territories in Karnataka, which led to a volume growth at BP Lubricants India Ltd. Also worked on developing high volume retailers per area for higher growth
 - ☑ **Successfully delivered** a growth of year-on-year with Bellad & Company through area expansion, channel development and new business development strategies. Awarded the best distribution system in the year 1999-2000
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PROFESSIONAL EXPERIENCE

MANAGER, SALES – APAR Industries Ltd. – Dec '06 to present

Responsibilities include delivering revenue targets and business growth for Industrial Oils & Lubricants for the organization, which is India's largest private sector company in oil & lubricants

Responsibilities also include managing team and customers across public and private sectors like power, process industries, general engineering, and auto ancillaries. This involves thorough negotiations, effective promotion strategy and relationship building

Managed the entire sales cycle of order generation, distribution and collection. Worked with customers to reduce inefficiencies in the process and improve the system

Actively monitored competitor activities in the region and worked on strategies to counter them

Worked on identifying market trends and building business in line with the trends like Construction Equipment Manufacturer, Auto Ancillaries and Vehicle Manufacturers like Honda Motors, Ashok Leyland

SR. SALES OFFICER – BP Lubricants India Ltd. – Jul ‘01 to Nov ‘06

Responsibilities include delivering business growth and revenue targets by working on channel and distribution strategies for BP Lubricants, a Fortune 500 company Responsible for the automotive lubricants business for the state of Karnataka and growing the sales volume from 60 KL to 150 KL Liaised with partners in the ‘Real Estate’ & ‘Construction’ sector to grow volumes through effective service support, negotiations and promotional schemes
Developed business by partnering with large Fleet operators for lubricants

ASSISTANT MANAGER – Bellad & Company, Hubli – Sep ‘95 to Jun ‘01

Responsibilities include delivering revenue targets, business growth and new business development for the organization that is a distributor and C&FA for Pennzoil India Ltd in North Karnataka. Led the volume growth from 35 KL per annum to 250 KL per annum Responsibilities also include managing Channel partners and direct customers to ensure effective distribution through a strong customer service support and inventory management
Led a team of 4 sales executives and managed all the activities in a sales cycle like order generation, distribution and payment collection

SALES EXECUTIVE – Manickbag Automobile – Nov ‘93 to Sep ‘95

SALES OFFICER – Tyresoles Karnataka Private Ltd., – Aug ‘89 to Oct ‘93

EDUCATION

DIPLOMA IN ENGINEERING – Karnataka Technical Board – 1984 to 1987 Major in
Mechanical Engineering

OTHER INFORMATION

Experienced in Microsoft Office tools like Powerpoint, Word and Excel

Date of Birth: 23 June 1968

Nationality: Indian

Languages Known: English, Hindi, Kannada
