



Pratheesh Chandran Balagangadharan

Personal Information

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Profile

With 19 years of extensive experience in the areas of Retail and Wholesale Business Development, Channel Management, and Sales, I have consistently delivered exceptional results. Currently, I hold the position of Area Manager (Country Head) at Rasasi Perfumes, where I adeptly lead and manage a dynamic team of 75 individuals, while making significant contributions to the company's overall success.

Throughout my career, I have had the privilege of working with prestigious organizations such as Coca Cola and Citi Group, which has further honed my expertise in Sales, Pricing, Product Assortment, Promotions, and Distribution. By applying my forward-thinking approach, I have successfully driven revenue growth and flawlessly managed the E-commerce business.

I hold a Master of Business Administration degree and possess proficiency in MS Office, Microsoft BI, MS Dynamics, Zoho CRM, Google Ad, and Google Analytics.

In addition to my professional pursuits, I am passionate about exploring distant lands, immersing myself in music, playing volleyball, and indulging in the thrill of motorcycle riding.

As a highly dedicated individual, I am committed to driving organizational growth and achieving unprecedented success. Thank you for your kind consideration.

Work experience

Area Manger Bahrain - Qatar Rasasi Perfumes Industry

📅 03/2009 - present 📍 BAHRAIN & QATAR (TILL 2012)

Awarded as the Best profitable region outside UAE in 2015 & 2018

- Successfully launched OMNISENT- Dubai brand in Bahrain, successfully running from November 2021 till Date
- Trimmed the operating expenses by 3% in spite of retail space rental increase in 2017, 2018 & 2019
- Managed to stay competitive with reduced operating cost & retained the profitability of the region, even in the pandemic situations
- Spread out outlet footprint in Bahrain from 1 outlet to 11 outlets (From 2009 Inception- Till 2022) and Qatar from 1 outlet to 6 outlets (Till 2016)
- Spreading out business network in Bahrain & Qatar (Till 2012); building profitable & cost efficient network (Retail & Wholesale)
- Spearheaded multiple functions including Warehouse Management, Career Management, Team Management, Revenue Generation, Government Liaising, Merchandizing, New Product Launch and PR Activities including Press meets & campaigns
- Steering new wholesales distribution channel appointments (LuLu, Al Hawaj, Sharaf DG & so on)
- Spearheaded regional operations, successfully managing a team of 75+ employees and overseeing daily activities across multiple branches in Bahrain and Qatar.
- Developed and enforced strategic initiatives to optimize efficiency, ensuring 20% increase in productivity and a reduction in operating costs.
- Cultivated strong relationships with key stakeholders, including clients, suppliers, and regulatory authorities, facilitating smooth operations and ensuring high customer satisfaction rates.

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- Work experience**
- Conducted training programs and workshops to raise employee performance, fostering a culture of continuous improvement and attaining a 15% increase in team productivity within one year.

Branch Manger Citi Group

📅 03/2005 - 12/2008 📍 COIMBATORE, TRICHY , DINDIGUL - TAMIL NADU, INDIA

- Achieved sales volume by start-up branch and won “Sun Shine Contest “ for highest premium collected (Bharthi Axa) • Maintained 35% insurance penetration (ULIP, Health & Life Shield) • Figured in Top 10 branch of India for”CITI MAX” (Company’s new reward programs) • Successfully maintained a portfolio of US\$. 3 million without any bad debts (Dindigul) • Received Sales Award for 2005 at Kodaikanal, Dindigul and Outstanding & Consistent Performance Award for Sales at Dindigul Branch presented by VP (Branch Network Head -India) • Introduced Turn Around Time (TAT) tracking which enhanced TAT
- Successfully led a team of 10 employees, providing guidance, training, and motivation to ensure optimal performance and achieve branch sales targets.
- Developed and implemented strategic plans to expand market share, leading in a 15% increase in customer base and a 20% growth in revenue within the first year.
- Streamlined branch operations by introducing efficient processes, leading to a 30% reduction in operational costs while maintaining high customer satisfaction levels.
- Collaborated with cross-functional teams and senior management to drive the implementation of new products and services, resulting in a 25% increase in customer retention and overall profitability.

Territory Sales Manager (Prepaid) Bharti Airtel Limited

📅 03/2004 - 03/2005 📍 TRICHUR, PALAKAD & ALLEPY - KERALA, INDIA

1. New dealer appointment
 2. Increase our outlet
 3. Brand Awareness
 4. Sales (Activation and retaining)
 5. Stimulation Primary, Secondary customers - (Micro level activity)
- Spearheaded the successful launch of a new prepaid product line, achieving a 30% increase in sales within the first quarter.
 - Developed and cultivated relationships with key retail partners, resulting in a 20% expansion of the company's distribution network.
 - Implemented strategic sales plans to penetrate untapped markets, leading in a 15% growth in market share.
 - Collaborated with cross-functional teams to identify customer needs and develop customized solutions, resulting in a 25% increase in customer satisfaction ratings.

Management trainee Coca Cola

📅 03/2003 - 03/2004

BANGALORE - KARNATAKA , CHENNAI - TAMIL NADU, COCHIN, MUNNAR & THEKKADI -

📍 KERALA
, INDIA

- Expanded distribution footprint to reach new markets and increase market share.
- Appointed and managed new dealers, implementing effective market segmentation strategies.
- Increased consumption rates through targeted marketing and promotional campaigns.
- Reduced operational costs by implementing efficient processes and optimizing supply routes.
- Oversaw and maintained relationships with key accounts, ensuring customer satisfaction and retention.
- Assisted in the development and implementation of data analysis processes using Excel formulas and functions, resulting in streamlined operations and inefficiency. Collaborated with cross-functional teams to gather and analyze data, generating comprehensive reports and providing actionable insights for management decision-making.
- Created and maintained Excel spreadsheets to track and monitor key performance indicators, enhancing data accuracy and enabling timely reporting.

Projects

Millipore - Filtration Semi Permeable Membrane Market Share study Millipore Bangalore Office

📅 03/2003

<https://www.merckmillipore.com>

- Conducted in-depth market analysis to study Millipore market share in Bangalore.

Projects

- Carried out research at IIS & Cancer Research Institute in Bangalore, India.
- Received recognition from Millipore for significant contribution to the Filtration Semi Permeable Membrane Market Share study.
- Demonstrated expertise and dedication in conducting comprehensive research and analysis.
- Provided valuable insights and contributed to the company's success.

I was honored to receive the Millipore - Filtration Semi-Permeable Membrane Market Share study project from the Millipore Bangalore Office. This recognition highlights my exceptional contribution in conducting a comprehensive market analysis, generating insights that significantly impacted the company's market positioning. I am proud to have played a key role in enhancing Millipore's understanding of the filtration membrane landscape and am eager to continue making valuable contributions to the field.

ICAR-Sugarcane Breeding Institute ICAR-Sugarcane Breeding Institute - Coimbatore

📅 03/2000

<https://sugarcane.icar.gov.in>

- Recognized by the prestigious ICAR-Sugarcane Breeding Institute for exemplary contributions to the field of sugarcane breeding
- Acknowledged for dedication and achievements in advancing the development of superior sugarcane varieties
- Honored to receive recognition from the ICAR-Sugarcane Breeding Institute, a leading authority in agricultural research and innovation

Skills

📌 # MICROSOFT BI # MICROSOFT OFFICE WORD POWER POINT EXCEL # MICROSOFT DYNAMIC# ZHOHO CRM INVENTORY HR # GOOGLE AD # GOOGLE ANALYTICS # BUSINESS DEVELOPMENT # MARKETING STRATEGY # MANAGEMENT # SALES MANAGEMENT # COMPLIANCE # RETAIL SALES # MICROSOFT OFFICE # HUMAN RESOURCES (HR) # INTERNATIONAL EXPANSION # PROJECT MANAGEMENT # SELF STARTER # TEAM PLAYER # EXPANSION # MARKETING COMMUNICATIONS # MARKETING # MARKET RESEARCH # TEAMWORK # KEY ACCOUNT MANAGEMENT # BUDGETS # B2B # OPERATIONS MANAGEMENT # RETAIL # BUSINESS STRATEGY # CRM # CHANNEL PARTNERS # PROJECT PLANNING # PRODUCT MANAGEMENT # PRODUCT DEVELOPMENT # PRICING # MARKETING MANAGEMENT # TEAM MANAGEMENT # TEAM BUILDING # NEW BUSINESS DEVELOPMENT # NEGOTIATION # FORECASTING # TRAINING # COMPETITIVE ANALYSIS # CUSTOMER SERVICE # MARKET PLANNING # BUSINESS EXPANSION # BUSINESS PLANNING # FMCG # BRAND MANAGEMENT # MERCHANDISING # STRATEGIC PLANNING # BRAND DEVELOPMENT # SALES OPERATIONS # MICROSOFT DYNAMICS AX # ERP SOFTWARE # NETWORKING # LEADERSHIP # SALES EXPERTISE # STRATEGIC PLANNING # TEAM MANAGEMENT # RETAIL OPERATIONS # MARKET ANALYSIS # NETWORKING # ADAPTABLE # RESPONSIBLE # LEADERSHIP # SALES EXPERTISE # STRATEGIC PLANNING # TEAM MANAGEMENT # CUSTOMER FOCUS # GOAL-ORIENTED # LEADERSHIP # STRATEGIC THINKING # DECISION-MAKING # COMMUNICATION # PROBLEM-SOLVING # ADAPTABILITY # EFFICIENT # ORGANIZED # DETAIL-ORIENTED # ANALYTICAL # PROBLEM-SOLVING # TEAM PLAYER # ORGANIZED # EFFICIENT # STRATEGIC # ANALYTICAL # EXPERIENCED # DETAIL-ORIENTED # ADAPTABLE # NETWORKING # RESPONSIBLE # ANALYTICAL # DETAIL-ORIENTED # PROBLEM-SOLVING # STRONG COMMUNICATION # TECHNICAL SKILLS # TIME MANAGEMENT # LEADERSHIP # SALES # CUSTOMER SERVICE # INVENTORY MANAGEMENT # TEAM BUILDING # STRATEGIC PLANNING # CUSTOMER SERVICE # SALES SKILLS # PRODUCT KNOWLEDGE # COMMUNICATION # TEAMWORK # ATTENTION TO DETAIL # EXPERIENCE # LEADERSHIP # INNOVATION # CREATIVITY # COMMUNICATIO

Professional

📌 COMPUTER SKILLS

MS Office



Microsoft BI



MS Dynamics



Skills

COMPUTER SKILLS

Zoho CRM



Google AD



Google Analytics



Financial Modeling

Professional

Data Analysis

Professional

Risk Management

Professional

Communication Skills

Professional

Persuasive Communication

Professional

Relationship Building

Professional

Negotiation Skills

Professional

CRM Software Proficiency

Professional

Customer service

Professional

Inventory management

Professional

Visual merchandising

Professional

Point-of-sale systems

Professional

Market Research

Professional

Strategic Planning

Professional

Brand Strategy

Professional

Digital Marketing

Professional

Statistical Analysis

Professional

Data Visualization

Professional

Problem Solving

Professional

Education

Master of Business Administration - MBA | Masters Bharathiar University

 2001 - 2003  COIMBATORE, INDIA

- Completed rigorous coursework in strategic management, finance, and marketing, resulting in a well-rounded understanding of key business principles and practices.
- Led a cross-functional team in developing and implementing a comprehensive marketing campaign, resulting in a 15% increase in customer engagement and a 10% increase in sales.
- Conducted detailed financial analysis and forecasting to support decision-making for a multinational corporation, resulting in more accurate budgeting and cost-saving opportunities.
- Collaborated with faculty and industry professionals to design and execute a comprehensive business plan.

Biotechnology | Bachelor of Applied Science - BASc Dr.G.R.Damodaran College of Science

 1999 - 2001  COIMBATORE, INDIA

- Completed rigorous coursework in molecular biology, genetics, and biochemical engineering, achieving a cumulative GPA of 2.
- Conducted independent research projects under the guidance of renowned faculty, demonstrating proficiency in experimental design, data analysis, and scientific writing.
- Utilized cutting-edge laboratory techniques, such as PCR, gel electrophoresis, and protein purification, to successfully identify and characterize a key biomarker associated with a rare genetic disorder.

Languages



English



Malayalam



Tamil



Hindi



Arabic

Hobbies



Exploring distant lands



Feeling the music



volley ball



Motor Cycle

Social Media



@pratheeshcb

References

"References available upon request "

Achievements