

BASWARAJ KYASARAM

Strategic and proactive professional with strong business acumen, proficient in delivering strategic insights and innovative solutions across retail, CDG, and supply chain to ensure the attainment of business goals. Proven success and an unmatched track record in effectively spearheading all aspects of advanced analytics and agile methodologies.

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CORE COMPETENCIES

- Market Penetration Strategies
- Sales Forecasting Techniques
- Brand Positioning and Strategy
- Customer Segmentation Analysis
- Competitive Intelligence Gathering
- Channel Partner Development
- Sales Training and Development
- Pricing Strategy Formulation
- Team Performance Optimization



EDUCATION

- MBA (Marketing) from Osmania University | 2001
- PGDCA from Andhra Pradesh Electronic Development Corporation | 1999
- B.Sc. (M.P.C.) from Vishwa Bharathi Degree College, Hyderabad | 1998



SOFT SKILLS

- Problem Solver
- Analytical
- Team Management & Leadership
- Communicator
- Collaborator



PERSONAL DETAILS

Date of Birth: 2nd April 1978
Address: Hyderabad
Languages Known: English, Telugu and Hindi



PROFILE SUMMARY

- **Utilized 22+ years of expertise in Cement and Building Materials Sales (B2C, B2B)** to manage P&L, drive brand launches, market penetration, and growth strategies. Excelled in competitive analysis, business development, and process improvement, while leading cross-functional teams across diverse regions.
- **Exemplified strong leadership and communication**, upholding values of integrity and transparency. Effectively built and nurtured profitable ventures while achieving organizational goals.
- **Led and mentored teams** to enhance operational efficiency and meet performance targets.
- **Executed Go-to-Market strategies** for new markets, including feasibility studies, product launches, and profitability improvements.
- Currently working as **Sr. Deputy General Manager of Sales & Marketing at NCL Industries Ltd.**, driving strategic sales initiatives & pricing to enhance market performance.
- Displayed expertise in **sales processes, market analysis, and team leadership**, consistently achieving revenue growth and market expansion.
- Exhibited strong leadership by **fostering cross-functional collaboration and effective communication** to meet objectives and improve efficiency.
- Maintained **extensive market and competitive knowledge to develop strategies** for market penetration and customer engagement.
- Successfully **introduced premium cement range**, increasing brand visibility and customer acquisition with projected sales growth.
- Utilized **business acumen to identify market opportunities**, leading to increased revenue and enhanced client satisfaction through tailored solutions.
- Proficiently **managed crisis situations and resolved conflicts**, ensuring operational continuity and high customer satisfaction.
- Optimized **Total Distribution Cost** to improve delivery efficiency and sales performance.
- Developing and enforcing a comprehensive visitation policy for sales, ensuring regular client engagement, structured follow-ups, and effective territory coverage to drive sales growth and enhance customer relationships.
- Applied **advanced sales analytics, strategic pricing, and digital marketing strategies** to make data-driven decisions that boosted market positioning and engagement.



WORK EXPERIENCE

Sr. DGM - Sales & Mktg. - Telangana for NCL Industries Ltd. (Nagarjuna Cement)
August'2023 - Present

Sr. Manager - Sales and Marketing - South Telangana for Kesoram Industries Ltd. |
January'2021 to July'2023

Manager - Sales & Marketing - North Telangana for Kesoram Industries Ltd. |
April'2017 to Dec'2020

Manager - Sales & Marketing - Hyderabad for Kesoram Industries Ltd. |
December 2015 to March 2017

Dy. Manager - Sales & Marketing - for J K Cement Ltd., Telangana & Rayalaseema |
April'2013 to November'2015

Asst. Manager - Sales & Marketing - for J K Cement Ltd., Telangana |
April'2011 to March'2013

Sr. Sales Officer - Sales & Marketing - for J K Cement Ltd., Hyderabad Region |
April'2008 to March'2011

Sales Officer - Retail - for Berger Paints India Ltd., Hyderabad Region |
July'2003 to March'2008

Sales officer - Channel Sales - for Penna Cement Industries Ltd., Nizamabad, Adilabad, and Medak |
February'2002 to June'2003

Collaborative Key Responsibilities:

- Directing the comprehensive sales operations for the cement sector in Telangana, ensuring alignment with corporate objectives and responding effectively to market demands.
- Creating and implementing detailed sales strategies, incorporating pricing models and promotional campaigns to improve market penetration and boost revenue generation.
- Supervising the sales budget while executing target planning to ensure optimal resource allocation and meet financial objectives.
- Establishing and enforcing efficient receivables management practices to reduce outstanding debts and enhance cash flow.
- Expanding distribution networks by targeting new regions and diversifying channel partnerships, significantly increasing market reach and sales.
- Developing a channel capacity building program that included training and resource allocation, enhancing partner capabilities and boosting channel productivity.
- Implementing retention strategies such as career development programs and competitive compensation, successfully decreasing employee attrition.
- Leading key management initiatives including leadership development and performance incentives, improving team effectiveness and productivity.
- Executing a customer mapping strategy to identify and target high-value segments, optimizing marketing and sales efforts and enhancing revenue growth.
- Broadening the dealer network by identifying potential partners and cultivating robust relationships to strengthen distribution capabilities.
- Enhancing distribution depth and width by broadening product range, expanding geographic reach, implementing tiered inventory systems, and employing varied distribution channels for optimal market coverage and product availability.
- Executing market research to gather insights regarding customer preferences and competitive activities, guiding strategic decision-making processes.
- Guiding cross-functional teams to ensure the smooth execution of marketing initiatives and sales operations.
- Tracking sales performance metrics and delivering consistent reports to senior management to facilitate informed decision-making.

ACHIEVEMENTS

NCL Industries

- Established dealers in 123 previously unrepresented Mandals within 1 year, from a total of 300 identified unrepresented Mandals.
- Scouted 140 High potential prospective dealers for appointment within the next 3 months.
- Achieved record sales in October 2023 and March 2024, with a year-to-date growth of 20%.
- Secured and appointed dealers in 10 new district headquarters with previously low market share.
- Launched Premium PPC Cement Visishta and Premium Slag Cement Steelkrete successfully.
- Developed a strong sales framework that facilitated increase in overall market share within the region.
- Conducted in-depth market analysis that identified emerging trends, enabling the company to adapt its sales strategies and capture new market

Kesoram Industries Ltd.

- Awarded the Platinum Award for outstanding performance in H1 2022-23 by the Group CEO and WTD of Kesoram Industries Ltd.
- Achieved record sales in the Hyderabad zone for FY2021-2022 with Kesoram Industries Ltd.
- Secured and integrated 10 SPOs, enhancing market share in Hyderabad and Telangana with Kesoram Industries Ltd.
- Appointed the highest number of dealers during FY21-22, contributing 15% to total sales at Kesoram Industries Ltd.
- Honored with Silver and Gold Awards in Q3 and Q4 of 2018-19, respectively, at Kesoram Industries Ltd.
- Mentored 5 officers into branch heads over a 3-year period at Kesoram Industries Ltd.
- Implemented a customer feedback system that led to actionable insights, improving service delivery and increasing customer retention rates.

JK Cement Ltd.

- Received an award from the President of Marketing for participation in the Techno-Commercial Seminar - South India in 2010.
- Increased JK Wall Putty sales from 100 MT to 2,000 MT in Hyderabad and successfully launched it across all districts in Telangana.
- Appointed 14 stockists throughout Telangana and Rayalaseema for JK Wall Putty distribution.
- Progressed from Senior ME to ASM and Deputy Manager, displaying career growth.
- Decentralized sales operations and expanded the team, leading to a substantial increase in market share across Telangana and Rayalaseema.

Berger Paints India Ltd.

- Boosted sales turnover by 300%

Penna Cement Industries Ltd.

- Launched Penna Cement in North Telangana and successfully appointed dealers in Nizamabad, Adilabad, and Medak districts.