

# P BHARATHWAJ

*National Sales Manager*

## CONTACT

 +91 99200 24635

 bharath1966@gmail.com

 Mumbai, India

## EDUCATION

### University

1984 - 1987

B.Com – University of Chennai

## AWARDS & CERTIFICATIONS

- Diploma in MS Office – NIIT, Chennai

## ADDITIONAL INFORMATION

- Languages: Fluent in English, Tamil, Malayalam, Hindi
- Interests: Sports, Music, Reading, Travel

## PROFILE

Seasoned Sales Leader with 32 Years of Expertise in the Indian Paint Industry, Known for Driving Growth, Building High-Impact Teams, and Deep Market Penetration Across Diverse Regions.

## WORK EXPERIENCE

### NATIONAL SALES MANAGER

#### River Paints & Coatings

*August 2024 – Present*

- Appointed distributor and oversaw PAN-India expansion for Refinish and Wood Coatings.
- Responsible for sales operations and strategic channel management.
- Led efforts to strengthen market presence and dealer partnerships.

### BUSINESS DEVELOPMENT MANAGER

#### Esdee Paints

*January 2024 – June 2024*

- Led a team of 4 sales professionals handling OEM distribution of Esdee products.
- Focused on the wood industry sector and retail wood dealership network.
- Developed strategies for regional growth and OEM penetration.

BUSINESS DEVELOPMENT MANAGER

**Nippon Paint India Pvt Ltd**

*June 2023 – December 2023*

- Independent role responsible for Wood Art Industry business across India.
- Reporting directly to the Vice President.
- Spearheaded development initiatives for wood coatings segment nationally.

STRATEGIC SALES MANAGER / REGIONAL MANAGER

**KAPCI Coatings India**

*May 2009 – Sept 2022*

- Managed Wood Coatings, Key Accounts & Commercial Vehicles segments.
- As Regional Manager, oversaw Western & Southern regions.
- Achieved over 110% growth in 2010; 62% in 2011; 66% in 2012.
- Appointed 75+ dealers over two years.
- Attended strategic meetings and product training in Egypt (2012, 2013, 2015).

BUSINESS DEVELOPMENT MANAGER

**Rohan Standox Autolack**

*Nov 2005 – April 2009*

- Full P&L accountability; improved profitability by 35% in 6 months.
- Streamlined pricing, credit controls, and expanded distributor network.
- Attended technical training in DeBeers, Amsterdam (2007).

AREA SALES MANAGER

**E. I. Dupont India Pvt Ltd**

*May 2000 – Oct 2005*

- Achieved 45% CAGR in 3 years in Western India.
- Launched new products, secured OEM approvals (e.g., Skoda for DPC).
- Conducted training workshops in Malaysia (2001) and other locations.
- Developed sub-jobber model in 2002 for Standox.

AREA SALES MANAGER

**Herberts, Jenson and Nicholson**

*Nov 1998 – April 2000*

- Launched South India operations for Standox Refinish products.
- Conducted training, brand promotion, and seminars for painter networks.

SALES IN-CHARGE

**I.C.I. India Ltd. (Akzo Nobel)**

*Mar 1991 – Oct 1998*

- Managed \$2M annual industrial sales; coordinated with architects and contractors.
- Conducted brand awareness initiatives and team training sessions.