

# Anand Kumar Dusa

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## Professional Summary

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*A seasoned professional with over 29 years of rich experience in Sales & Marketing, Company Start-up Ventures Management, Revenue Generation, Channel Sales Management and Resource Optimization in Telecom, FMCG Retail and DTH domains. Holds the distinction of working for some of the big brands HUL, Coca Cola India, Vodafone , UNINOR , SUN DTH- exposure in managing Sales & Distribution in South India. Presently associated with Tatva Health & Wellness – pvt ltd as Sr General Manager – Heading Andhra Pradesh and Telangana based out of Hyderabad.*

## Skills

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- Sales & Marketing
- Franchise Management.
- Start-up Operations
- Business Development And Planning
- Profit & Loss Management
- Key Accounts Management
- Training & Development
- Sales Processes
- Brand Management
- Team Management
- Improving Customer Satisfaction

## Experience

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### Regional Sales Manager

Tatva Health & Wellness Pvt Ltd, Hyderabad, India

July 2023 –  
Oct 2024

- Heading Andhra Pradesh and Telangana based out of Hyderabad
- Driving Brands – Kesari Saffron , Kesari Golden Sugar and Kesari Hing.
- Kesari Golden Sugar is a new category – Revolutionary product to serve for healthy customers.
- Distribution network – 45 Channel Partners servicing 4200 dealer network
- Efficiently Managing day to day operations with team size of ASM and 9 sales Officers
- Well supported by five Super Stockiest in AP & TG
- C & F A Operations to have complete control on business operations and well-connected logistics to ensure prompt stock supply.

### Zonal Manager

Sun Direct Tv pvt Ltd, Hyderabad, India

September 2015  
- July 2023

- Business Exposure of Zone - Coastal Andhra, Godavari Districts, Krishna And Guntur Districts – Andhra Pradesh
- Worked Telangana State – Hyderabad, Ranga Reddy Districts and Mahbubnagar District
- Overall Revenue 24 crores with 60 k Gross Adds per annum

- *Roll out Operation Blue Star – Identified Distribution Gaps to counter competition and successfully accomplished addition of 20 new Distributors in span of two months period*
- *Project Anveshna – to make inroads in rural markets with clear approach of population above 5k villages*
- *Project – Reach And Connect – A unique project in field of DTH industry by reaching out to different channels for a business opportunity.*

### Franchisee Operations

September 2013 -

#### Sangeetha Mobiles Pvt. Ltd., Bengaluru, India

August 2015

- Accountable for establishing entire systems and process to drive Franchisee Business
- Actively involved in the process of successfully launching the Brand Wavetel – Franchisee stores in South India
- Coordinating with Brands to ensure stock availability, maximizing revenue to the company
- Maximizing deployment of manpower by Brands to drive business productivity
- Managing training & development of promoters and staff to align to meet business objective
- Handling responsibilities of the Project Leader for 100 stores roll out in Rest of India
- Clear focus on Brand building wavetel and sustainable franchisee business model and focus on acquiring quality franchisee partners.

### Sales Head

October 2012 -

#### Advaya Group, Karnataka, India

August 2013

- Effectively spearheaded the entire operations including sales & marketing, organizing promotion programs
- Managed the team of 12 team members and 25 off-role team members
- Demonstrated excellence in setting up Foods & Beverages Division – Packaged Drinking Water
- Instrumental in launching 1 ltr
- And 500 ml packaged bottle drinking water.

### Zonal Business Manager

June 2009 -

#### Uninor - Telenor Group, Karnataka, India

August 2012

- Managed responsibilities of In-charge of GBL zone and managed the complete business with a team size 10 peoples with annual revenue 18 corers per annum
- Played a key role in setting up the entire company operations across the verticals like sales, customer care, administration & expanding the business in zone
- Managed distribution set up of 54 and 250 off role employees
- Led the process of enhancing the GBL Zone from 9k to 40k, POS count from 1200 to 3500 and fertile site count from 67 to 305
- Conceptualized the process of forming the ROB zone from GBL zone with revenue of 5 cr PA
- Instrumental in implementing basic distribution strategies and aggressive on ground execution to increase the business from 3 Cr
- PA to 18 Cr PA in span of 18 months.

### Zonal Manager

September 2005 -

#### Vodafone Essar South Ltd., United A P, India

December 2008

- Successfully managed the business with the support of 43 direct Distributors, 33 Sub-stockiest and 2 Super-stockiest
- Team Size of ASM, Channel Managers and Indirect supervision of collection team and service team
- Efficiently managed 20 Postpaid channel partners with 2 Channel Sales Managers
- Clear focus on building distribution sustainable model and focus on quality acquisitions
- Excelled in achieving 24 Cr PA revenue up from 8 Cr PA.

### Area Sales Manager

September 1999 -

### Coca Cola India, United A P, India

August 2005

- Successfully managed the sales operations of Vizag upcountry markets with annual volume of 10 Lakh cases & annual turnover of Rs 14 Cr PA
- Served as Project Head and established Distributor Distribution Model in Twin cities – Hyderabad
- Attended as an In-charge for PSR Model Driven Business Project
- Holds the distinction of being a trend setter for one way pack & key account distribution.

### Territory Sales Manager

August 1995 -

### Hindustan Unilever Ltd., AP, India

August 1999

- Trained on basic Distribution, Sales and Distribution Management
- Day to day competition tracking and come up with plan of action to ensure visibility and sales volume
- Trade meeting and Distributor meeting to communicate the month deliverables.

## Education

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Master of Business Administration (M.B.A.): MBA - TJPS, Guntur - AP, India -1995

Bachelor of Commerce: B.com - Bhavans New Science, Hyderabad, India -1993

## Language

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### English

 Proficient (C2)

### Hindi

 Proficient (C2)

### Telugu

 Proficient (C2)

### Kannada

 Upper Intermediate (B2)