

Victor Chettiar

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SUMMARY

Dedicated and results-oriented sales and marketing professional with a 20 years of proven track record of leadership as a Unit Head in the consumer industry. I have helped organisation by driving retail sales, focusing on key products and spearheading market development initiatives. Skilled in administrative duties, with a keen understanding of industry trends and customer needs. Increased network expansion by 16% and also played a key role in achievement of 190 DTS and 24 Cr of Tools as a focus category of the organisation.

SKILLS

Strategic Sales: Planning, Market analysis, Sales performance optimisation, Sales forecasting, Process improvement, Product knowledge.

Customer Relationship Management: Relationship building, Account management, Customer centricity, Verbal and written communication, Problem solving and decision making.

Leadership Skills: Team management, Coaching and Mentoring, Stakeholder management, Vendor Management.

EXPERIENCE

ASIAN PAINTS LIMITED,

Assistant Manager, Retail Sales

LATUR, INDIA

April 2022 to till date

- Headed and managed the business turnover of 189 Cr and 480+ Channel Partners for Latur, Osmanabad, Solapur and Nanded districts.
- Expanded the Channel Partners by 16%, increasing the reach of the organisation.
- Led and coached the Channel Sales team of senior executive, 9 executives and 6 off-role executives.
- Accelerated the regional agenda for Focus Products (Tools and DTS machines) as the SPOC, resulting in the achievement of 24 Cr of Implements and 190 DTS in the region
- Orchestrated the regional, divisional and national agenda in the Unit and ensured its planned execution.
- Designed Scheme Letters for Channel Partners in the region and implemented it for the Unit.

ASIAN PAINTS LIMITED,

Senior Executive, Retail Sales

THANE, INDIA

April 2018 to March 2022

- Managed business turnover of around 200 Cr for the markets of Thane and Navi Mumbai districts.
- Co-led and mentored a team of 6 sales officers and 6 DSRs for driving Channel Sales.
- Oversaw over 400+ Channel Partners' sales, servicing, network profitability and retailing.
- Implemented Schemes, Marketing Initiatives and Incentive Scheme for Channel Partners.
- Integrated with other verticals – Project Sales and Services for achieving organisational goals.
- Installed around 150 DTS which resulted in increased direct reach of the company.

ASIAN PAINTS LIMITED,

Senior Officer, Focus Products

MUMBAI, INDIA

April 2017 to March 2018

- Led Sales of Focus Products (Adhesive and Water Proofing) for Mumbai and Goa.
- Generated sales through a team of 9 DSRs for Adhesives which resulted in achievement of 4.5 Cr sale for the region.
- Integrated with the Retail Sales team to drive and boost sales in the region.
- Initiated and executed market development activities to enhance the penetration of new products.

ASIAN PAINTS LIMITED,

Senior Officer, Market Development

MUMBAI, INDIA

June 2015 to March 2017

- Handled the Sales of Nilaya (Wallpaper) and Mechanized Tools for Mumbai and Goa.
- Trained Colour Consultants of Mumbai and Goa in Nilaya and Waterproofing range.
- Trained Influencers on Specialty Finishes.
- Influencer Scheme Management.
- Vendor and Stock Management.

ASIAN PAINTS LIMITED,

Senior Territory Sales Officer, Retail Sales

MUMBAI, INDIA

Sept 2008 to May 2015

- Managed the business network of the organisation.
- Coordinated and communicated regularly with the network of dealers to inform them about the various monthly schemes and their advantages to them
- Maintained the accounts of the entire Dealer Network on a regular basis and monitored the payment of dealers.
- Conducted shop meets and in shop selling at various dealer counters
- Convinced dealers for installation of the Dealer Tinting System which led to increase in channel partners.
- Coordinated for regular delivery of the material to the dealers and with different depots for material availability

I have played diverse roles with Asian Paints Limited and have grown from an Admin Officer to Senior Officer and have managed administration, project sales and retail sales between August 2004 to September 2008.

EDUCATION

BACHELORS OF MANAGEMENT STUDIES

University of Mumbai

MUMBAI, INDIA

June 2001 to March 2004

CERTIFICATIONS

- Certificate in Management awarded by Brilliant School of Management in 2011 on successful completion of ECA (Essential Competency Acquisition) course sponsored by Asian Paints Limited.

AWARDS & RECOGNITION

- Stood 1st in the post workshop activities of Saksham training program conducted for Retail Sales Manager in May 2023.
- Received Recognition on the Spot for successfully leading the team and achieving the yearly target of DTS machines in the month of October 2023.

TRAININGS

- Attended Online Managerial Capability Building Program developed by the organisation in the month of June 2024.
- Facilitated an online Company Orientation Program conducted for new joiner's in the month of January 2024.
- Facilitated on the topic DTS – A Way Forward during the Key Task Area Meet of the organisation for the region in the month of May 2023.