

C.V. Rama Narasimham

📍Hyderabad | 📞 +91 9948279992 / +91 7675962831 | ✉️ yashuteju98@gmail.com

🔗 [LinkedIn Profile : https://WWW.linkedin.com/in/venkata-rama-narasimham-03a4b352](https://WWW.linkedin.com/in/venkata-rama-narasimham-03a4b352)

PROFESSIONAL SUMMARY

Visionary and results-oriented Senior Sales Professional with over 30 years of experience in building and leading high-performing sales organizations across diverse markets. Expertise in formulating and Executing sales strategies that drive substantial business growth, profitability, and market expansion. Adept at managing P&L, leading cross-functional teams, and cultivating strong relationships with distributors, customers, and strategic partners. Proven track record of successfully launching new Product lines, optimizing sales channels, and delivering multi-million-dollar revenue growth. A seasoned leader committed to developing talent and fostering a culture of excellence.

KEY ACHIEVEMENTS

- **Revenue Growth:** Drove annual sales growth of INR 60 Crores within 3 years by spearheading the launch of **Olam Agro's** Food Service Distribution (FSD) division in India.
- **Market Expansion:** Scaled Bola's Agro's distribution network across South India and Gujarat to INR 50 Crores revenue.
- **New Business Development:** Introduced Dehydrated Onion & Garlic line in India for **Olam Agro**, creating new B2B revenue.
- **Team Leadership & Development:** Built and mentored successful sales teams across multiple companies.
- **Channel Optimization:** Strengthened distributor networks and improved product penetration.
- **P&L Management:** Managed region-wide P&L aligning with financial objectives.
- **Product Innovation & Launch:** Launched personal care, spices, masalas, and cashew products.
- **Awards & Recognition:** Twice awarded Best TSO by **Hindustan Unilever**.
- **Promotional Success:** Drove exceptional regional campaign at **Metro Cash & Carry**.
- **Operational Excellence:** Enhanced stock turnover and reduced shrinkage.

PROFESSIONAL EXPERIENCE:

Fertis India Pvt Ltd

AGM– Business Development | Hyderabad | *Feb 2025 – Present*

- Spearheading a Pan-India pilot for Zero Calorie Sugar Alternatives & Low GI products.
- Targeting Sweets & Bakery, Nutraceuticals, Health & Wellness, Confectionery, Beverages, and E-commerce.
- Driving strategic sales growth and building distribution networks.

Olam Agro India Pvt Ltd

Zonal Sales Manager –FSD, South India | *Feb 2020–Sept 2024*

- Launched **Olam Agro's** FSD division achieving INR 60 Cr turnover in 3 years.
- Led distribution for HoReCa, cloud kitchens, sweet shops, MT & Bakeries.
- Managed 12 distributor partners and P&L for the region.
- Worked closely with cross functional teams (Product Development, Logistics, and Finance, Quality control) to resolve issues and ensure seamless business operations.

Bola's Agro (Bola Surendra Kamath & Sons)

Regional Sales Manager – South & West India | *Aug 2008 – Feb 2020*

- Expanded sales across South & West India.
- Built key account relationships and launched new distribution systems.
- Introduced new products and managed a team of 6 executives.

Metro Cash & Carry India Ltd.

Department Manager – Hyderabad | *Feb 2007 – Jul 2008*

- Led daily operations and retail team for Metro's Hyderabad branch.
- Improved stock turnover and oversaw key retail campaigns.
- Played a key role in promotional events, driving sales growth during peak retail seasons.

Hindustan Unilever Ltd.

Territory Sales Officer – Vijayawada & Hyderabad | *May 2002 – Jan 2007*

Perfetti India Ltd.

Sales Officer – Visakhapatnam | *Jun 1998 – Aug 2001*

Proctor& Gamble India Ltd.

Territory Sales Officer – Visakhapatnam | *Jun 1997 – Jun 1998*

Core Health Care Ltd.

Sales Officer – Khammam | *Mar 1994 – May 1997*

Managed end-to-end sales, distributor engagement, product visibility, and training across the above roles.

- Increased retail and MT presence.
- Mentored & Trained new officers and enhanced operational efficiency.
- Awarded Best TSO and topped national sales rankings.

EDUCATION & TECHNICAL SKILLS

- MBA–Marketing , **Pondicherry University**
- Tools: MS Office Suite (Word, Excel, PowerPoint), Data Analytics & Reporting Tools