

R.Sunder

3/63, "SHRI LAXMI"

Pestom Sagar, Road No.2,

Chembur.

Mumbai 400 089.INDIA.

Tel. No: 022-25231108, 9821143594

Email: sunder_rangarajan@yahoo.com

sunder.rangarajan@rsunderonline.com

Website: www.sunderrangarajan.page.tl

CURRICULUM VITAE

Educational Qualification :

Academic Level :

- Bachelor of Science (Physics) – (Bombay University – June'90)
- Master of Management Studies – (Bombay University – June'92)

Technical Qualification :

- Diploma in Microprocessor & Microcomputer (MicroByte Institute - June'90)
- Diploma in Computer Programming (Indo German Institute – Feb'94)
- Certificate Course in T.V. Repairing (Standard T.V.Centre- July'84)

Work Experience (Summary):

<u>Name of Company</u>	<u>Designation</u>	<u>Total Experience</u>
M/s IADC/Suvira Energy.	Marketing Manager	3 Yrs.
M/s Raymond Apparel Ltd.	Dy.Manager-Parx	3 Yrs.
M/s STP Ltd.	Sales Manager	6 Mths.
M/s Goodlass Nerolac Paints Ltd.	Asst.Manager-Sales	5 Yrs.
M/s M & N Publications Ltd.	Premise Sales Executive	6 Mths.
M/s ASEA Infotech	Marketing Executive	1 Yr.
	<u>TOTAL</u>	<u>13 Yrs.</u>

Work Experience (in detail):

- ❖ Working with **International Association of Drilling Contractors (I.A.D.C)** as 'Executive Secretary -South Asia Chapter' (Sept'04-)

My responsibilities include:

- Marketing the '**American Petroleum Institute (API)**' certifications in India.
 - Monitoring the general functioning of the chapter.
 - Promoting '**IADC**' amongst companies involved in Oil and Gas exploration in India.
- ❖ Worked with M/s Raymond Apparel Limited (A **Singhania Group Company**) as Deputy Manager (**Parx**) (July'01-July'04)

My responsibilities include:

- Promoting the casual range '**Parx**' in Andhra Pradesh Market.
 - Assisting the C & F in selling operations.
 - Sales of '**Parx**' range in Raymond Retail Outlets and other General Dealers.
 - Strengthening the corporate image of '**Raymond**'.
- ❖ Worked with M/s STP Specialty Chemicals Ltd. (A **Turner Morrison Company**) as Manager – Sales for Maharashtra & Goa (Feb'01 – Jun'01)

My Responsibilities include:

- Building Corporate and Brand image in heavy industries, workshops & hotel Industry.
 - Promoting Construction Chemicals of the Company.
 - Promoting Epoxy flooring in Garages, Workshops & Hotel Industry.
 - Sales of chemical water proofing compounds.
- ❖ Worked with M/s GOODLASS NEROLAC PAINTS LTD. (A **Kansai company**) as Assistant Manager-Sales.

Looked after Auto Refinish and **ACRIC-EZ** System for Maharashtra & Goa (Sept'99 – Sept'2K)

ACRIC-EZ was a new product launched by the company. It is a two component PU paint for vehicles.

My primary responsibilities include:

- Nurturing the brand/ Generate and monitor sales.
 - Identifying dealers where the system can be installed.
 - Create demand from garages.
- # Worked as Depot Sales Manager-Konkan for 1 yr (Aug'98-Aug'99)
I was responsible for Sales in Konkan Territory and was also Administration Incharge of the regional godown.
- # Worked as Depot Sales Manager – Goa for 1 & 1/2 yrs (Feb'97 – Jul'98)
I was heading Goa Depot as an Independent Profit Centre, responsible for Sales and Administration of the depot.
- # Worked in Project Sales – Mumbai for 1 year (1996)
I was responsible for generating Institutional Business in Mumbai.

(contd...)

- ❖ Worked with M/s M & N Publication Ltd as “ Premise Sales Executive” for Sales of advertisement space for the 1995 Bombay Telephone Directory (**GETIT Yellow Pages**) (Dec’94 – June’95)
- ❖ Undertook marketing activities for M/s Prolink computers(Sept’93-Sept’94)
- ❖ Worked with M/s Goodlass Nerolac Paints Ltd., as ‘Executive Trainee’
-Industrial Relations(May’93-Aug’93)
- ❖ Worked with M/s Asea Infotech for 1 year as ‘Marketing Executive’
I was responsible for Marketing the Accounting Packages of the company (May’92– April’93).

About Me:

Strengths – Energetic, Go-getter, Optimistic, Enthusiastic, Focused on targets, Good communication skills.

Weakness – Restless, always looking for challenges, slight irritability.

Values and beliefs – Contribute more than what you get, value for money, honest, conflict management, amicable relations.

Professional needs – Good career growth, pay package, long term career plan, Job satisfaction.

Possible sectors – FMCG, Consumer Durable, Paints and Building Sector, Garments, Jewellery, Internet and where creativity is required.

Professional Achievements:

- All India Product Champion Award in ‘*Nerolac Auto Paint*’ Amongst all the Depots for the year 1998-99.
- Regional Champion Award in ‘*Nerolac Synthetic Enamel*’ in West-I Region for the year 1997-98.
- Special Award for promotion of ‘*Nerolac Super Acrylic Distemper*’ and ‘*Nerotex*’ for the year 1997-98.
- Certificate in Inter Company Merchandising contest’96.
- Undergone work values, temperament & potential identification programme at ‘**Quest Systems**’.
- Registered the highest growth of ‘**DENIMS**’ for the year 2002-03.

Projects Undertaken:

- Consumer perception and positioning study of Fully Automatic Washing Machines.
- Performance Appraisal Systems prevalent in India.
- Manpower Planning at M/s Goodlass Nerolac Paints Ltd.
- A perspective study of the Indian Paints and Varnish Industry.
- A study on Training Techniques and Organisational Development.
- A study on Advertising as a Marketing Weapon.

Other Activities:

- ‘Affiliate’ for ‘*goclick.com*’ and ‘*GOOGLE Adwords*’.
- Worked with few Social Service Organisations.
- Received a special letter from the ‘**Hon. President – Republic of India**’ **Mr. A.P.J. Abdul Kalam**, appreciating my collection of poetries.
- ‘Member’ of ‘**The International High IQ Society**’.
- ‘Member’ of ‘**High Potentials Society**’.
- ‘Member’ of ‘**The Mind Society**’.

Personal Details:

Date of Birth : 06-09-1968
Permanent Address : 3/63, 'Shri Laxmi, Pestom sagar, Rd. No. 2,
Chembur, Mumbai – 400089. Tel: 022-25231108.
Languages known : **Tamil**, Hindi, English, Marathi.
Religion : Hindu.
Nationality : Indian.
Passport No. : E3410385

Other Details:

Business Website : www.rsunderonline.com
High IQ Home Page : http://www.highiqsociety.org/member_webpages/sunder
Personal Blog Page : <http://beautifulcolourking.blogspot.com>
Business Blog Page : <http://subhashriassociates.blogspot.com>
Business Home Page : www.LD.net/?rsunder

References :

<u>Mr.V.P.Rajadhyaksha</u> Business Head EI Dupont India Pvt. Ltd. 701-724‘Bonanza’,7 th Floor, ‘B’ Wing,Sahar Plaza Complex Andheri-Kurla Road, Andheri (E),Mumbai 400 059. Tel.No: 022-55515077 Mobile: 93220 53428	<u>Dr.R.D.Khanolkar</u> General Manager-Technical Asian Paints (India) Ltd. L.B.S.Marg, Bhandup (East) Mumbai-400078. Tel.No: 022-39814008 Mobile: 98205 06989	<u>Mr.Vinod Khurana</u> Marketing Consultant Kansai Nerolac Paints Ltd. B-6/67,Safdarjung Enclave, New Delhi-110029. Tel.No: 011-26174998 Mobile: 098717 93949
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

(Sunder.R)