



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES

Date of Application:08-07-2020

Department	MANAGEMENT STUDIES	Application No.	20200217
Area of Research	AN EMPIRICAL STUDY ON THE IMPACT OF COVID19 ON SELECT LUXURY BRANDS AND CUSTOMER PREFERENCES IN GREATER HYDERABAD MUNICIPAL CORPORATION (GHMC)- DEPT OF MANAGEMENT	Research Mode	PART TIME

Name :VENKATESH MUTYALA
Date of Birth / Age :16-05-1982 / 38 Years
Gender :MALE
Category :OC
e-Mail ID :vijethapro@gmail.com
Mobile :9989577775



Father's/Husband's Name	M V RAMANA RAO	Father's/Husband's Occupation	BUSINESS
Family Income	200000	Residential Type	RURAL
Birth Place	ANDHRA PRADESH	Mother Tongue	TELUGU
Religion	HINDU	Martial Status	MARRIED
Aadhaar No.	918548102364	PAN No.	ALYPM2095C
Physically Challenged	NO	Type of Disability	-
Address for Communication: FLAT NO 101 SVS VAIBHAV APARTMENTS PIPE LINES ROAD PRAGA COLONY HYDERABAD HYDERABAD DISTRICT TELANGANA INDIA Pin-500055		Permenant Address: FLAT NO 101 SVS VAIBHAV APARTMENTS PIPE LINES ROAD PRAGA COLONY HYDERABAD HYDERABAD DISTRICT TELANGANA INDIA Pin-500055	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
BSC	ELECTRONICS	OSMANIA UNIVERSITY	2002	68	FIRST	REGULAR
MMM PG	MANAGEMENT	PONDICHERRY UNIVERSITY	2004	70	FIRST WITH DISTINCTION	REGULAR

Experience					
Organization	Designation	Experience From	Experience TO	Work Nature	
ST FRANCIS	INDUSTRY EXPERT	2016-06-16	2020-07-07	TEACHING	

Payment Details

Transaction ID	Reference	Date of transaction	Amount	Status
20200217_200708184352	SHMP8976620391	08-07-2020	600	SUCCESS

An Empirical Study on the impact of Covid19 on Select Luxury Brands and Customer preferences in Greater Hyderabad Municipal Corporation (GHMC)

Abstract:

Luxury brands have enfolded the marketing communications portraying the attributes of luxury such as high quality, rich history, rarity, qualities, personality and position, by using PR activities, celebrity stunts and are naturally high pricing, to drive consumer engagement.

Nowadays the luxury market is characterized by the high competitiveness and current globalization, with retailers and brands themselves making a great effort to achieve success. The consumers, with a high purchasing power, are attracted either for lack of offer in their own countries or for more reasonable prices in foreign Countries. Therefore luxury layers must concentrate their efforts to effectively attract and keep them. To do so, it is crucial to have a deeper knowledge about them, namely their habits and preferences.

In view of the dynamic growth in the luxury market and the availability of luxury goods to a wider range of consumers than ever before, the luxury market has transformed from its traditional consumption model to a new experiential luxury sensibility marked by a change in the way consumers define luxury. In a global context, it is critically important for luxury researchers and marketers to understand why consumers buy luxury, what they believe luxury is and how their perception of luxury value impacts their buying behavior. The main contribution of this study is to develop an integrated conceptual framework of consumers' luxury value perception.

In this study, it was intended to understand if there are differences at the level of behavior, attitudes and preferences in view of the purchasing of luxury brands before impact of COVID19 and also to study on the same after the COVID19 impact.



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 15996

MEMORANDUM OF MARKS

III YEAR II SEMESTER EXAMINATION, APRIL 2002

NAME: VENKATESH .M

DATE: 11.06.2002

ROLL NO: 99 ET 230

FATHER'S NAME: RAMANA RAO M.V

COURSE: B.Sc. ELECTRONICS
TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY							
01.	53201	T.V. ENGINEERING	40	18	60	32	P
02.	53202	INDUSTRIAL ELECTRONICS	40	22	60	38	P
03.	53203	MANAGEMENT OF MODERN ORGANISATION	40	20	60	32	P
04.	53204	MEASUREMENT TECHNIQUES	40	24	60	31	P
05.	53205	F.C.MAINTENANCE	40	17	60	42	P
06.	53206	OPTICAL FIBRE COMMUNICATION	40	16	60	38	P
PRACTICALS							
07.	53207	PROJECT WORK	100	83	100	92	P
08.	53208	SEMINAR	50	42	--	--	P
09.	53209	COMPUTER MAINTENANCE LAB.	40	30	60	45	P
10.	53210	AUDIO & VIDEO MAINTENANCE LAB.	40	30	60	48	P
11.	53211	OPTICAL FIBRE COMMUNICATION LAB.	40	32	60	45	P
AGGREGATE OF SESSIONALS/EXTERNALS			610	334	640	443	
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			1150		777		

AGGREGATE IN WORDS: SEVEN SEVEN SEVEN

CHECKED BY:

PRINCIPAL *Dr. Annis Xavier*



RESULT: PASSED

CONTROLLER OF EXAMINATIONS.

INCHARGE

Osmania University
LOYOLA ACADEMY DEGREE COLLEGE
(AUTONOMOUS)



Prof. S. Srinivas

Faculty of Science

Roll No. 99 ET 230

This is to certify that Venkatesh. S
son / daughter of Ramanna Rao. S.V has been
admitted to the Degree of

Bachelor of Science
(ELECTRONICS TECHNOLOGY)

of this University, having been declared to have passed the
Examination held in April 2008
and secured First Division.

Given under the seal of the University.

Hyderabad

Dated 18 JAN 2003

Prof. S. Srinivas

Vice-Chancellor



PONDICHERRY UNIVERSITY

SL. No. 17217

KALAPET PONDICHERRY - 605 014.

PROVISIONAL CERTIFICATE

ENROLMENT No. 2002MM3778	REGISTER No. —
-----------------------------	-------------------

FOLIO No. D042113964

THIS IS TO CERTIFY THAT **MUTYALA VENKATESH**
HAS QUALIFIED FOR THE **DEGREE OF MASTER OF MARKETING MANAGEMENT**
HE/SHE HAVING PASSED THE **EXAMINATION PRESCRIBED FOR THE ABOVE DEGREE**
HELD IN **JUNE 2004** **AND PLACED IN FIRST CLASS**



OFFICE SEAL

DATE: **6 JAN 2005**

ESTABLISHED BY ACT OF
PARLIAMENT 53 OF 1985

Controller of Examination



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 09446

MEMORANDUM OF MARKS

FIRST YEAR EXAMINATION, APRIL 2000

NAME : VENKATESH .M
FATHER'S NAME : RAMANA RAO M.V

DATE : 20.06.2000
99 ET 230
ROLL NO: B.Sc. ELECTRONICS
COURSE : TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY :							
01.	51001	ENGLISH	40	32	60	30	P
02.	51002	INDIAN CULTURE	20	14	30	14	P
03.	51003	VALUE EDUCATION	20	13	30	19	P
04.	51004	MATHEMATICS - I	40	32	60	53	P
05.	51005	MATHEMATICS - II	40	24	60	50	P
06.	51006	PHYSICS - I	40	25	60	35	P
07.	51007	ELECTRONIC DEVICES	40	26	60	49	P
08.	51008	CIRCUIT ANALYSIS	40	21	60	29	P
09.	51009	ENGINEERING GRAPHICS	40	24	60	37	P
PRACTICALS :							
10.	51010	PHYSICS	40	37	60	46	P
11.	51011	ELECTRONIC DEVICES LAB	40	34	60	46	P
12.	51012	CIRCUIT ANALYSIS LAB	40	25	60	42	P
13.	51013	WORKSHOP PRACTICE	40	30	60	51	P
AGGREGATE OF SESSIONALS/EXTERNALS			480	337	720	501	
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			TOTAL MARKS		MARKS OBTAINED		
			1200		838		

AGGREGATE IN WORDS : EIGHT THREE EIGHT

CHECKED BY :

Principal



RESULT : PASSED

CONTROLLER OF EXAMINATIONS.



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 10106

MEMORANDUM OF MARKS

II YEAR I SEMESTER EXAMINATION, NOVEMBER 2000

NAME : VENKATESH .M

DATE : 06.01.2001

ROLL NO. 99 ET 230

FATHER'S NAME: RAMANA RAO M.V

COURSE : B.Sc. ELECTRONICS
TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY :							
01.	52101	MATHS - III	40	28	60	58	P
02.	52102	MATHS - IV	40	28	60	44	P
03.	52103	PHYSICS - II	40	24	60	30	P
04.	52104	ELECTRONIC CIRCUITS	40	16	60	21	F
05.	52105	PULSE AND WAVE SHAPING CIRCUITS	40	24	60	19	F
06.	52106	LOGIC AND DIGITAL CIRCUITS	40	25	60	16	F
PRACTICALS :							
07.	52107	PHYSICS - II LAB	40	37	60	50	P
08.	52108	ELECTRONIC CIRCUITS LAB	40	28	60	32	P
09.	52109	PULSE & WAVE SHAPING LAB	40	00	60	30	P
AGGREGATE OF SESSIONALS/EXTERNALS			360	210	540	300	
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			TOTAL MARKS		MARKS OBTAINED		
			900		510		

AGGREGATE IN WORDS : FIVE ONE ZERO

CHECKED BY :

PRINCIPAL



RESULT : PROMOTED

CONTROLLER OF EXAMINATIONS.

1208 M.D.M. BUSINESS FORMS, HYDERABAD - 500 309/508



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 15300

MEMORANDUM OF MARKS

II YEAR I SEMESTER SUPPLI. EXAMINATION, APRIL 2001

NAME: VENKATESH .M

DATE: 08.06.2001

FATHER'S NAME: RAMANA RAO M.V

ROLL NO: 99 ET 230

COURSE: B.Sc. ELECTRONICS
TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY :							
01.	52104	ELECTRONIC CIRCUITS	40	16	60	38	P
02.	52105	PULSE AND WAVE SHAPING CIRCUITS	40	24	60	29	P
03.	52106	LOGIC AND DIGITAL CIRCUITS	40	25	60	40	P

AGGREGATE OF SESSIONALS/EXTERNALS							
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			TOTAL MARKS		MARKS OBTAINED		

AGGREGATE IN WORDS :

CHECKED BY :

PRINCIPAL *Principal*



RESULT: COMPLETED

[Signature]
CONTROLLER OF EXAMINATIONS.



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 15263

MEMORANDUM OF MARKS

II YEAR II SEMESTER EXAMINATION, APRIL 2001

NAME: VENKATESH .M

DATE: 08.06.2001

FATHER'S NAME: RAMANA RAO M.V

ROLL NO: 99 ET 230

COURSE : B.Sc. ELECTRONICS
TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY :							
01.	52201	NUMERICAL METHODS	40	24	60	44	P
02.	52202	PHYSICS-III	40	28	60	37	P
03.	52203	MICROPROCESSOR & APPLICATIONS	40	28	60	37	P
04.	52204	LINEAR CIRCUITS	40	22	60	33	P
05.	52205	COMMUNICATIONS - I	40	20	60	41	P
06.	52206	COMPUTER ORGANISATION	40	15	60	28	P
PRACTICALS :							
07.	52207	PHYSICS - III	40	39	60	55	P
08.	52208	MICROPROCESSOR LAB.	40	30	60	40	P
09.	52209	LINEAR AND DIGITAL IC 'S	40	30	60	51	P
10.	52210	COMMUNICATIONS LAB.	40	29	60	40	P
AGGREGATE OF SESSIONALS/EXTERNALS			400	265	600	406	
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			TOTAL MARKS		MARKS OBTAINED		
			1000		671		

AGGREGATE IN WORDS : SIX SEVEN ONE

CHECKED BY :

PRINCIPAL *H. J. J. J.*



RESULT : PASSED

[Signature]
CONTROLLER OF EXAMINATIONS.



LOYOLA ACADEMY

ALWAL, SECUNDERABAD-500 010
AN AUTONOMOUS DEGREE COLLEGE
AFFILIATED TO OSMANIA UNIVERSITY

No. 16179

MEMORANDUM OF MARKS

III YEAR I SEMESTER EXAMINATION, NOVEMBER 2001

NAME: VENKATESH .M

DATE: 07.01.2002

FATHER'S NAME: RAMANA RAO M.V

ROLL NO: 99 ET 230

COURSE : B.Sc. ELECTRONICS
TECHNOLOGY

S. NO.	SUBJECT CODE	SUBJECTS	SESSIONALS		EXTERNALS		RESULT
			MAX MARKS	MARKS SECURED	MAX MARKS	MARKS SECURED	
THEORY							
01.	53101	PROBABILITY & STATISTICS	40	33	60	27	P
02.	53102	LINEAR CONTROL SYSTEMS	40	28	60	31	P
03.	53103	ELECTRICAL MACHINES	40	16	60	30	P
04.	53104	COMMUNICATIONS - II	40	27	60	38	P
05.	53105	THERMODYNAMICS THEORY	40	30	60	40	P
06.	53106	COMPUTER PROGRAMMING	40	20	60	37	P
PRACTICALS							
07.	53107	ELECTRICAL MACHINES LAB.	40	32	60	34	P
08.	53108	COMPUTER LAB.	40	31	60	43	P
AGGREGATE OF SESSIONALS/EXTERNALS			320	217	480	280	
COMBINED AGGREGATE OF EXTERNALS AND SESSIONALS			TOTAL MARKS		MARKS OBTAINED		
			800		497		

AGGREGATE IN WORDS: FOUR NINE SEVEN

RESULT: PASSED

CHECKED BY:

PRINCIPAL

CONTROLLER OF EXAMINATIONS.



[Signature]



BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

NBA Accredited, Approved by AICTE and Affiliated to JNTUH
Mangalpally (Village), Ibrahimpatnam (Mandal), Ranga Reddy District - 501 510.

TRANSFER CERTIFICATE

T.C. No.

Roll No.

Admission No.

1803

07E11D5805

PG / /2007

1. Name of the Student : S.V. Hemanth
2. Father's / Guardian's Name : Vijay Shankar
3. Date of Birth : 03.10.1984
4. Date of Admission : 18.11.2007
5. Course & Branch : M.Tech-CSE
6. Last Date of Instruction : 20.08.2010
7. Nationality & Religion : Indian-Hindu
8. Caste as specified in Caste Certificate, If any : - SC - B' -
9. Whether the student was in receipt of any Scholarship : - No -
10. Whether the candidate has Completed the Course : - Yes -
11. Character & Conduct : Good
12. Date of Issue of Transfer Certificate : 27.07.2011

Geayathri
Prepared by

Verified by

Arasan
of the Institution
Principal
Bharat Instt. of Engg. & Tech

ANNEXURE-I

CERTIFICATE FROM THE ORGANISATION WHERE THE CANDIDATE IS EMPLOYED

Certified that Mr./Ms./Mrs. S.V. HEMANTH is employed as (Designation) Computer Teacher in the (Department/Division Name) _____ of (Institution/Industry Name) Delhi Public School, Warangal

We have no objection in forwarding his/her application for the Ph. D Research Programme

FOR FULL TIME :

The candidate will be sanctioned leave for the duration of the research programme and will be relieved from _____ to _____ to undertake the full time research work in the University.

FOR PART TIME :

The candidate will be permitted to undertake part time study in the University/College and will be allowed to be present for discussions with the supervisor, attending course works, conduct of experiments and participations in seminars and related presentations. Further the required facilities at our organization will also be provided to the candidate for doing research.

Date :

Signature of the Head of organization with office seal

Principal
DELHI PUBLIC SCHOOL
Pedda Pendyal (V), Dharmasagar (M),
Warangal (Dist.) T.S. 506 151.



आयकर विभाग
INCOME TAX DEPARTMENT



भारत सरकार
GOVT. OF INDIA



स्थायी लेखा संख्या कार्ड
Permanent Account Number Card

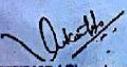
ALYPM2095C



नाम / Name
VENKATESH MUTYALA

पिता का नाम / Father's Name
VENKATA RAMANA RAO MUTYALA

जन्म की तारीख / Date of Birth
16/05/1982


हस्ताक्षर / Signature



14042018



భారత ప్రభుత్వం
Government of India



వెంకటేశ్ ముత్యాల
Venkatesh Mutyala
పుట్టిన తేదీ/DOB: 16/05/1982
పురుషుడు/ MALE



9185 4810 2364

నా ఆధార్, నా గుర్తింపు



భారత విశిష్ట గుర్తింపు ప్రాధికార సంస్థ

Unique Identification Authority of India

వినూనామా :

S/O వెంకట రమణ రావు ముత్యాల, ప్లట్ నో 45,, శ్రీ దుర్గ
ఎస్టేట్స్, ఢ్రీ దేవాలయం దగ్గర, కుత్బుల్లాపూర్, కుతుబుల్లా పూర్,
కె.వి.రంగారెడ్డి,
తెలంగాణ - 500055



Address:

S/O Venkata Ramana Rao Mutyala, PLOT No
45,, Sri Durga Estates, Near Three Temple,
Quthbullapur, Qutubullapur, K.v. Rangareddy,
Telangana - 500055

9185 4810 2364

1947

help@uidai.gov.in

www.uidai.gov.in



భారత ప్రభుత్వం
Government of India



వెంకటేశ్ ముత్యాల
Venkatesh Mutyala
పుట్టిన తేదీ/DOB: 16/05/1982
పురుషుడు/ MALE



9185 4810 2364

నా ఆధార్, నా గుర్తింపు



భారత విశిష్ట గుర్తింపు ప్రాధికార సంస్థ

Unique Identification Authority of India

వీరునామా :

S/O వెంకట రమణ రావు ముత్యాల, పిల్లల ప్లాట్ నో 45,, శ్రీ దుర్గ
ఎస్టేట్స్, ఢ్రీ దేవాలయం దగ్గర, కుత్బుల్లాపూర్, కుతుబుల్లా పూర్,
కె.వి.రంగారెడ్డి,
తెలంగాణ - 500055



Address:

S/O Venkata Ramana Rao Mutyala, PLOT No
45,, Sri Durga Estates, Near Three Temple,
Quthbullapur, Qutubullapur, K.v. Rangareddy,
Telangana - 500055

9185 4810 2364

1947

help@uidai.gov.in

www.uidai.gov.in

VENKATESH MUTYALA

Ph: (M) +91 9989577775, Email: venkymutyala@yahoo.com

Flat No 101, SVS Vaibhav Appartments, Praga Colony, Pipeline Road, Jeedimetla, Hyderabad - 500055, India

SYNOPSIS

Highly accomplished and dedicated professional offering over **15** years of experience in **Telecom Sales, Retail Management and Teaching field, Masters Degree in Marketing Management (MMM)** from **Pondicherry Central University**

- Over 5 years of experience in education field in the area of management, retail, sales, marketing and business development.
- Strong understanding of Customer Service in Telecom, Retail & Wholesale sector in United Kingdom, Scotland, Ireland and India
- Over 4 years of experience in Financial Services such as Loans Division & Insurance for reputed companies like Birla Sunlife Insurance Company, Standard Chartered Finance Ltd. and Citi Bank
- Unique blend of exceptional Retail Sales & Marketing skills, combined with solid business management and a vision to marry new market opportunities, coupled with hands-on experience in the Financial domain
- Well-rounded and highly experienced in Marketing Management, Strategic Business Development, Relationship Building and Public Relations with an excellent track record of increasing business volume while developing key accounts
- Excellent track record of increasing business volume whilst developing relations that generate Cost Savings and streamline business processes
- Drive an organization forward through concrete action, building skills and selling value add that increases perceived value of products and services; sound relationship building, communication and negotiation skills
- Ability to add instant credibility through professionalism and command of the market and products
- Solid professional standards; excellent track record of dependability; maintain focus on achieving results while formulating and implementing solutions to meet diversity of needs
- Driven by desire to succeed; proven skills in managing strategic marketing initiatives to create and sustain brand positioning

CORE STRENGTHS

- Retail Industry Expert Coach
- Marketing, Business Development & Sales
- New Product Development
- Promotions & Merchandising
- Complete Product / Brand Management
- Product Marketing
- NOS – Retail Sector (Govt of India)
- Market Research / Survey & Analysis
- Customer Relationship Management
- Retail Store Operations
- MIS Reporting
- Competitor Benchmarking
- Resource Management

EMPLOYMENT CHRONICLE

CAREER PATH
Retail Industry Expert – St Francis College for Women, Hyderabad
Training & Development and Store Head – Mebaz Corporate
Training & Business Head , Domestic Workforce Service Pvt. Ltd., Hyderabad
Business Development Manager - Retail , Lycatel Ltd., London, UK
Retail Merchandise Manager , Lebara Mobile Ltd., Birmingham, UK
Agency Manager , Birla Sunlife Insurance Pvt. Ltd., Hyderabad
Team Manager , Standard Chartered Finance Ltd., Hyderabad, India

Key Deliverables:

Marketing, Business Development & Sales:

- Identify new markets, develop acquaintances / network and recommend strategies to drive forward positive opportunities identified
- Smoothen business development activities by guiding and identifying issues hindering growth and implementing strategies and actions to resolve the same
- Perform high quality sales activities adhering to defined / set metrics on quality and quantity perspectives
- Build market position by locating, developing, defining, negotiating and closing business relationships

- ✚ Develop prospective plans for account & channel management and manage multiple key accounts
- ✚ Track accounts effectively for discovering future possibilities for sales while achieving the same in a shorter cycle ensuring revenue realization on time
- ✚ Penetrate new accounts by efficiently engaging channel partners and realigning efforts of the sales team to mitigate gaps if any in achieving set targets

Promotions Management:

- ✚ Drive creation of rolling and retailer specific promotional plans & their effective implementation by working closely with both Sales & Marketing teams as well as key customer and agency contacts
- ✚ Develop strong working relationships with the product teams to ensure smooth launch of all new promotions and any other initiatives that meet commercial requirements
- ✚ Ensure the Marketing team is kept abreast with any relevant developments related to competitor activities in the channel
- ✚ Provide essential support for the Sales and Marketing teams in terms of presentation development and merchandising
- ✚ Identify target markets against marketing objectives and plan campaigns accordingly
- ✚ Initiate promotional measures to teams for direct sales & marketing support to vendors

Strategic Planning & Execution:

- ✚ Set marketing goals along with sales and product marketing ensuring meeting / exceeding all growth and development targets by actively establishing / maintaining market awareness, acceptance and allegiance
- ✚ Introduce marketing programs / strategies for products & services for market and customers to achieve organizational goals by utilizing comprehensive knowledge of the market
- ✚ Conceptualize, create and implement low cost customer acquisition strategy to consistently increase number of customers
- ✚ Devise strategies, benchmark performance standards ensuring compliance to good practices, safety & offer prompt services

Relationship Management:

- ✚ Maintain cordial relations with clients strengthening benevolence in the market to increase business profits and maintain business continuity
- ✚ Execute client centric operations ensuring their satisfaction by achieving delivery and service quality norms
- ✚ Identify and evaluate potential vendors for cost effective business operations
- ✚ Develop and maintain service relations with clients for in-depth understanding of their requirements and focus on resolving their issues / problems by providing them long lasting solutions

Resource Management:

- ✚ Conceptualize & develop training & development initiatives for improved productivity, capability building and quality enhancement to deliver high standards of projects
- ✚ Initiate goal setting, obtain target agreement and provide directions to achieve requirements; ensure targets are achieved in each performance area quantifying utmost customer satisfaction by conducting periodical training sessions to team members

Noteworthy Credits:

- ✚ Highly appreciated for efficiently handling operations with highest level of quality for 8 regional offices in UK
- ✚ Efficiently handled Promotional operations for retail store operations in Scotland and France
- ✚ Successfully produced a monthly channel marketing review detailing visibility and promotional metrics including photographs, detailed CPA analysis and recommendations for regional offices across UK
- ✚ Successful in delivering a suite of management reports covering all marketing activities including CPA analysis and ROI
- ✚ Credit of efficiently handling and exceeding sales targets across liabilities, retail assets, business banking, credit cards, etc.

ACADEMIC DOSSIER

- ✚ **Masters Degree in Marketing Management** from Pondicherry Central University in 2004 with Merit
- ✚ **International Certified Training Professional in NOS – Retail Sector**
- ✚ Successfully conducted sessions on Retail Skilling, Career enhancement skills for more than 2000 candidates and many reputed institutions such as RYK Project, REEMAP, VIET (vizag), IIIT – Basar, IIIT – Gachibowly, VJIT, Bharat Institute of Tech and many more.