

Chethan.Y

E-Mail: chethan.y@gmail.com

Mobile: +919591476780

Career Focus

To work with an organization, which provides me a platform to contribute towards organization goals and enhance my skills and Intend to build a career with a leading corporate of hi-tech environment with committed & enthusiastic people. Working in such an environment will not only help me to explore myself but will also help me to realize my potential to the fullest. I am eager to work as a key player in challenging & creative environment.

Professional Profile

- B.Tech in Electrical & Electronics** with **10+ years'** experience in Industrial Products Marketing, Sales & Customer Support.
- Worked as **Procurement / Purchase Manager** with **Ascent Lifts and Escalators PVT LTD., BANGALORE - KARNATAKA.**

Profile

- One year and Nine years of experience into procurement of material for installation of lifts of Traction and Hydraulic from various vendors.**
- TEN (Plus) Years of experience in business Development / Marketing and Sales of Power Solutions Distribution & Power Transformers with Corporate clients, EPC, Power Utilities and "A" Grade Electrical Contractors, Automatic Power Factor Controller and Industrial Stabilizers .**

Organizational Experience

As Deputy Manager(south stationed in bangalore looking after Bangalore and Tamil Nadu)

From June 2025 to till date with ATLANTA ELECTRICALS LIMITED.(11,33,66,110&220 kv class)

Company Profile

Atlanta electricals are into manufacturing of Power transformers 500 mva 400 kv class, IDTS, special type of Transformers,

Roles & Responsibilities:

- Generation of Enquiries from Various Corporate clients, EPC, Electrical Consultants, Electrical contractors, solar developers for power transformers and IDT's
- Working and supporting with end clients like corporate clients, EPC, Electrical contractors, PMC, Electrical Consultants till tender floats.
- Responsible for Vendor Registration processes, corporate clients, EPC, Consultants, etc...
- Offer follow up till order conversion.
- Responsible for demand forecasting & managing availability of products & Spares as per the demand.
- Participating in Tenders.
- Looking for new opportunities & areas for business growth.
- Active member in Techno commercial discussions with customers.
- Key customer interactions.
- Competition mapping.
- Actively interacting with corporate and head office for major issues related to marketing so as to smoothen the process.
- Market Survey for future Business. Provide projections for business planning.
- Tracking the pending pre-order requirements / commercials for closure.
- Tracking and timely closing of activities of each Order, viz. BGs, technical and commercial clearances reqd.
- To track on the new business accounts and monitor with respect to targeted numbers and volume of business.

- ❑ Maintaining the records for Customers Contacts/Offer/Sales/Order Execution/Payment follow up/live enquiries on regular basis.

Execution of the order that includes follow-up for payments, drawing approvals, Bank Guarantees

Achievements:

Able to generate order from L&T of worth 14.5 crs.

Able to generate enquires for 12 no's 50/55 MVA from solar developer

Able to generate enquires for 65 no's IDT's of 4 & 6.5 MVA from single solar power plant developer.

Able to generate enquires for rectifier transformer for green hydrogen power plant.

As Regional Asst. Marketing manager (Bangalore)

From Feb 23 to Mar 25 with CTR MANUFACTURING INDUSTRIES PVT LTD, PUNE, MAHARASHTRA.

Company Profile

CTR MANUFACTURING INDUSTRIES PVT LTD., are manufacturers of OLTC, NITROGEN FIRE PROTECTION SYSTEM (NIFPS), other transformer accessories

Roles & Responsibilities:

- ❑ Generation of Enquiries from Various Corporate clients, EPC, Electrical Consultants, Electrical contractors, for NIFPS
- ❑ Working and supporting with end clients like corporate clients, EPC, Electrical contractors, PMC, Electrical Consultants till tender floats.
- ❑ Responsible for Vendor Registration processes with KPTCL, corporate clients, EPC, Consultants, Utilities etc...
- ❑ Offer follow up till order conversion.
- ❑ Responsible for demand forecasting & managing availability of products & Spares as per the demand.
- ❑ Participating in Tenders.
- ❑ Looking for new opportunities & areas for business growth.
- ❑ Active member in Techno commercial discussions with customers.
- ❑ Key customer interactions.
- ❑ Competition mapping.
- ❑ Actively interacting with corporate and head office for major issues related to marketing so as to smoothen the process.
- ❑ Market Survey for future Business. Provide projections for business planning.
- ❑ Tracking the pending pre-order requirements / commercials for closure.
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Execution of the order that includes follow-up for payments, drawing approvals, Bank Guarantees

As Procurement Manager (Bangalore)

From APR 21 to Till Date with Ascent Lifts & Escalators Pvt Ltd, Bangalore, Karnataka.

Company Profile

Ascent Lifts & Escalators Pvt Ltd, is a leading supplier of passenger lifts of Traction and Hydraulic.

Roles & Responsibilities:

- ❑ Act as a point of contact between the company and suppliers.
- ❑ Identify potential suppliers based on project requirements.
- ❑ Negotiate contracts, terms and deadlines with vendors and suppliers.
- ❑ Monitor and update relevant departments regarding price fluctuations of goods and vendor pricing.
- ❑ Manage an efficient flow of goods to ensure optimum production.
- ❑ Process purchase orders to acquire goods.

- ❑ Work closely with the legal department to ensure contract terms are favourable to the company.
- ❑ Attend meetings with the engineering team, vendors and suppliers.

As Regional Manager Marketing (Chennai)

From OCT 18 to Mar 21 with ESENNAR TRANSFORMERS PVT LTD, Hyderabad Telangana.(11,33,66kv class)

Company Profile

Esennar Transformers Pvt Ltd manufacturer of Power and Distribution Transformers of oil cooled, Inverter Duty Transformers and Dry Type Transformers.

Roles & Responsibilities:

- ❑ Generation of Enquiries from Various Corporate clients, EPC, Electrical Consultants, Electrical contractors, PMC.
- ❑ Working and supporting with end clients like corporate clients, EPC, Electrical contractors, PMC, Electrical Consultants till tender floats.
- ❑ Responsible for Vendor Registration processes with corporate clients, EPC, Consultants, Utilities etc...
- ❑ Offer follow up till order conversion.
- ❑ Responsible for demand forecasting & managing availability of products & Spares as per the demand.
- ❑ Participating in Tenders.
- ❑ Looking for new opportunities & areas for business growth.
- ❑ Active member in Techno commercial discussions with customers.
- ❑ Key customer interactions.
- ❑ Competition mapping.
- ❑ Actively interacting with corporate and head office for major issues related to marketing so as to smoothen the process.
- ❑ Market Survey for future Business. Provide projections for business planning.
- ❑ Tracking the pending pre-order requirements / commercials for closure.
- ❑ Tracking and timely closing of activities of each Order, viz. BGs, technical and commercial clearances reqd.
- ❑ To track on the new business accounts and monitor with respect to targeted numbers and volume of business.
- ❑ Maintaining the records for Customers Contacts/Offer/Sales/Order Execution/Payment follow up/live enquiries on regular basis.
- ❑ Execution of the order that includes follow-up for payments, drawing approvals, Bank Guarantees.

Achievements

- Bagged first order from TVS Group.

As Regional Assistant. Manager Marketing (South India)

From DEC 14- DEC 17 with ELECTROTHERM INDIA LIMITED, Ahmedabad Gujarat(11,33,66,110kv class).

Company Profile

Electrotherm India Limited manufacturer of Induction Melting Furnaces, Induction Melting & Holding Furnaces, Electric Arc Furnaces, Submerged Arc Furnace, Metal Refining Converter, Ladle Refining Furnaces, Induction Heating & Hardening Equipment, Electro DI Pipes, Electric Scooter, Steel, Special Steels & Stainless Steel, Electro TMT Plus Bars, Transformers.

Roles & Responsibilities:

- ❑ Generation of Enquiries from Various Corporate clients, EPC, Electrical Consultants, Electrical contractors, PMC.
- ❑ Working and supporting with end clients like corporate clients, EPC, Electrical contractors, PMC, Electrical Consultants till tender floats.

- Responsible for Vendor Registration processes with corporate clients, EPC, Consultants, Utilities etc...
- Offer follow up till order conversion.
- Responsible for demand forecasting & managing inventory pipeline, ensuring availability of products & Spares as per the demand.
- Participating in Tenders.
- Looking for new opportunities & areas for business growth.
- Active member in Techno commercial discussions with customers, Utilities etc..,
- Key customer interactions.
- Competition mapping.
- Actively interacting with corporate and head office for major issues related to marketing so as to smoothen the process.
- Market Survey for future Business. Tender analysis & forecasting expected Orders for ARPSL. Provide projections for business planning.
- Tracking the pending pre-order requirements / commercials for closure.
- Preparation of identified Business Reports for distribution on OB performance, projections, shortfall analysis etc.
- Tracking and timely closing of activities of each Order, viz. BGs, technical and commercial clearances reqd.
- To track on the new business accounts and monitor with respect to targeted numbers and volume of business.
- Maintaining the records for Customers Contacts/Offer/Sales/Order Execution/Payment follow up/live enquiries on regular basis.
- Execution of the order that includes follow-up for payments, drawing approvals, Bank Guarantees.
- Dealt with Letter of Credits, Various Types of Bank Guarantees.

Achievements

- Bagged first order from Tata Solar Power.
- Bagged first order for Power Transformers in south from OPG Power Generation.
- Bagged orders from L&T.
- Bagged First order from BHEL for Power and Inverter duty Transformers, Bengaluru.

Achieved target 30% more than the specified.

As Assistant. Manager Marketing (Hyderabad)

From Dec 10 to Nov 14 with Servomax India Limited, Hyderabad A.P.(11,33kv class)

Company Profile

Servomax India Limited manufacturer of Power and Distribution Transformers, industrial stabilizers, APFC Panels, Power Savers, experience of more than 30 years in these products catering to Power & Process sector.

Roles & Responsibilities:

- Generation of Enquiries from Various EPC, Electrical contractors, PMC, TEC, Electrical Consultants.
- Working and supporting with end clients like EPC, Electrical contractors, PMC, TEC, Electrical Consultants till tender floats.
- Responsible for Vendor Registration processes with EPC, Consultants and Utilities etc...
- Offer follow up till order conversion.
- Responsible for demand forecasting & managing inventory pipeline, ensuring availability of products & Spares as per the demand.
- Participating in Tenders.
- Looking for new opportunities & areas for business growth.
- Active member in Techno commercial discussions with customers, Utilities etc..,
- Key customer interactions.

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- Maintaining the records for Customers Contacts/Offer/Sales/Order Execution/Payment follow up/live enquiries on regular basis.
- Execution of the order that includes follow-up for payments, drawing approvals, Bank Guarantees.
- Dealt with Letter of Credits, Various Types of Bank Guarantees.

Achievements

- Bagged orders from societies like kuppam, sirisilla for distribution transformers supply.
- Bagged orders from spinning mills.
- Achieved target 20% more than the specified.

As Marketing Engineer- Marketing & Sales (Chennai, Vishakhapatnam, Hyderabad)

From June'08 to Nov '10 with Esennar Transformers Pvt., Hyderabad A.P.(11,33KV CLASS)

Company Profile

Manufacturer of Distribution & Power Transformers up to 50MVA & 132kV Class.

Roles & Responsibilities:

- Generation of enquiries from various resources.
- Preparing Techno Commercial Quotations as per the Customers Requirement.
- Offer follow up and monitoring till conversion as order.
- Prepare the GTPs (Guaranteed Technical Particulars) as per technical specifications.
- Coordinating with Inspectors at various levels of Inspections
- Follow up the material dispatches as per Dispatch Instructions.
- Rising of Inspection calls at various stages as per the requirements of the customer.
- Responding to the technical queries from customers during the manufacturing.
- Follow up of payments.
- Exposure in Logistics Activities, Commercial Terms, C Forms Collections.
- Co-ordinating with customers and works right from of purchase order to shipment.
- Preparing Vendor Registration documents and arranging for Inspection.
- Dealing with Techno Commercial Queries by customer by co-ordinating with Design Dept.

Achievements

- Bagged orders from cement plants.
- Able to get approvals from consultants like M.N Dastur, Madras electrical consultants, kausi consultants.

Areas of Exposure

- Transformers (Power, Distribution), Isolation Transformers, LT Panels, APFC Panels, Power Savers, UPS and Power Conditioners.

Computer Knowledge

- Conversant with MS Office (Word, Excel, Power Point Etc.),
- Windows 98, Xp, 07.

Educational Credentials

B. E(E.E.E)	SriRam Engineering college, Chennai	2006	65.4	First
Intermediate Board Examination (+2)	Vidyaranya Junior College, Tirupati, AP	2002	70.2	First
Board of Secondary Education (10 th)	Chaithanya High School, AP	1999	61	First

Personal Details

Languages Known

: English, Hindi, Telugu, Tamil, and Kannada.

Permanent Address

: S/o Y. Surendranatha Naidu, 20-3-4A8, Sivajyothi Nagar, Tirumala
By-Pass Road, Tirupathi, Chittoor Dst-517501.