



# Hamesh Babu

MARKET DEVELOPMENT | BRAND MANAGEMENT | SALES & MARKETING

## Personal Profile

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### DATE OF BIRTH

11-11-1973

### PLACE OF BIRTH

Cochin

### NATIONALITY

Indian

## Links

<https://www.linkedin.com/in/hamesh-babu-aa04>

## Skills

Communication Skills

Ability to Work Under Pressure

Microsoft Office

Ability to Multitask

Team leadership

Critical thinking and problem solving

Adaptability

Fast Learner

Customer Service

Ability to work in a team

Effective Time Management

## Hobbies

## Professional Summary

Brand Manager with regional FMCG expertise in distributor management, business development, and other channels of business across multiple products in the GCC.

Skilled in developing sales forecasts, setting product pricing, and launching new products into the market.

Demonstrated ability to effectively manage business reports and systems for key accounts, principals, distributors, and a cohesive team leader at the forefront.

Experienced in presenting to senior management and representing them in discussions within the organization.

Specialized knowledge in various distribution segments including Retail Operations, Organized Trade, Traditional Trade & Wholesale.

## Employment History

### Brand Manager, J.H.Ruyan Co. W.L.L, Manama, Bahrain

11/2010 - 03/2021

#### Key Responsibilities:

- Brand Manager for Fine Hygienic Tissue, Himalaya Herbal products, Palmers, Gosh Deodorants, Swiss Image, Playboy, Pears and Heinz Farley's.
  - Handling key account division for sales & marketing plans across the Kingdom of Bahrain.
  - Responsible for yearly sales budgets, brand-wise sales forecasting, principal reports, new product launches, stock & inventory analysis.
  - Conducting consumer analysis to determine brand image/demand.
  - Controlling costs in line with business plans.
  - Attending trade fairs to promote brands.
  - Developing annual brand plans with the Principal.
  - Implementing strategic plans to maximize brand potential.
  - Monitoring and analyzing brand and competitors' performance to identify SWOT.
  - Product & category analysis, ATL & BTL activities, new product launch & marketing plan.
  - Promo roll out as per A&P to all trade segments.
  - Monitoring sales performance against targets internally & externally.
  - Training and developing sales teams effectively.
  - Responsible for trade meetings and presentations with organized trade partners like Lulu, C4, Geant etc. for category management plans and negotiations.
  - Managing Supervisors, Key Account Executives, Van Sales and Merchandisers.
- #### Key Achievements with J.H Ruyan Group:
- Accomplished a 10% growth for Fine tissues immediately after Joining as a Brand manager (in 5 months)
  - Maintained the market shares and achieved business growth in spite of political distraction without any additional investments.
  - Successfully executed the I Love Bahrain fine tissue Theme promotion in the Kingdom of Bahrain for the national day across the MT in 2011.

## Languages

English

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Arabic

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Hindi

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Malayalam

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Tamil

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- Implementation of Scratch & Win and exclusive promotions for Fine Tissue in the MT which achieved a growth of 21% in 2012. The major success factor being intense and aggressive negotiations and displays made across the trade.
- Successfully added many key retailers into the customer portfolio.
- Gained distinction as a superior brand development performer, accomplishing major market share for Fine tissues.
- Accomplished a 6% growth for Fine Hygienic products in 2013.
- Successfully achieved 100 percent distribution for Fine Hygienic products in Modern trade.
- Accomplished a 15% growth for Fine Hygienic products in 2014.
- Successfully carried out the Himalaya Hair Care, Face Care & Skin Care Promotion within three months with the alliance of senior management & principle for the quarter across the trade in all the channels which in turn bought in the highest sales figure compared to last three years for the brand Himalaya in 2013.
- Successfully implemented and the launch of Himalaya baby care products in MT which leads to a growth of 17% in 2013.
- Achieved highest sales figure for the brand Himalaya in month of November 2019.
- Productively added several retailers and achieved a growth of 14% for Himalaya Herbals in 2014, 17% in 2015, 14% in 2016, 22% in 2017, 18% in 2018 & 9% in 2019.
- Accomplished a 7% growth for Pears products in 2012 and a growth of 25% in 2013.
- Accomplished a 3% growth in 2017, 35% in 2018 & 7% in 2019 for the brand E.T. Browne (Palmers) From USA.
- Accomplished a 25% growth in 2018 & 16 % in 2019 for the Brand Gosh Deodorants from Denmark.
- Successfully completed 100 percent distribution of Heinz Farley's Baby food in ModernTrade.
- Accomplished a 7% growth for the brand Swiss Image from Switzerland in 2020.

### Senior Sales Supervisor, Qatar Flour Mills, Doha, Qatar

01/2000 - 09/2010

#### Key Responsibilities:

- Assisting the Sales Manager in leading, directing and motivating the sales team in order to achieve the overall corporate sales objectives.
- Revising and implementing the sales strategies plans.
- Generating sales opportunities by identifying appropriate business targets.
- Providing a professional and excellent level of customer service with existing and new customers.
- Handling customer issues, resolution and communicate escalated issues to the Sales Manager.
- Handling a team of Key Account Executives, Sales Executives, Merchandiser's, and Sales Promoters.
- Delivering positive feedback, Employee Rewards and Customer Satisfaction.
- Communicating all employee relations issues, concerns, and incidents to Sales Manager.
- Monitoring calls provide feedback to representatives and assisting them on sales percentage and quality assurance goals.

#### Key Achievements with Qatar Flour Mills:

- Devising strategic sales Plan as per the yearly budgets, breaking down the yearly sales plan into monthly brand wise targets after analyzing and comparing past and future trends for all the months resulted in a promotion & fabulous increment as part of the yearly Performance appraisals in QFM-Qatar.
- Was responsible for the entire marketing activity and launch of new Food co Flour, Pasta & Biscuit Promotions.
- Effectively carried out the Tola Cola promotion for the quarter across the trade in all the 3 segments i.e. Van Sales Operations, The Organized Trade and the Wholesale Segment in Qatar for the brand Food co.

### **Sales Executive, Godrej & Boyce Mfg Co. Ltd, , Cochin, India**

05/1995 - 12/1999

#### **Key Responsibilities:**

- Established and maintained an excellent relationship with over 120 accounts in the office automation industry.
- Provided customers with detailed information on products & resolved customer complaints promptly.
- Promoted products at trade shows.
- Maintained good tactics for increasing product sales & gathered knowledge of competitive products.

## **Education**

### **Bachelor of Commerce, Mahatma Gandhi University, India**

06/1992 - 03/1995

### **Diploma in Systems Management, Aptech Computer Education, India**

01/1998 - 12/1999

## **References**

### **Mahesh T.K from Lulu Hypermarket , Bahrain**

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### **Edward D'sza from J.H.Ruyan Co. W.L.L, Bahrain**

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## **Extra Curricular Activities**

### **IT Support Specialist, Doha Asian Games Organizing Committee, Doha, Qatar.**

12/2006 - 12/2006