

VISHAL MEHANDRU

Sales Planning, P&L Management, Used Car Sales, Digital Sales, Service Operations, Customer Experience Optimization

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Dynamic and results-oriented professional with over 20+ years of progressive experience in the automobile industry. Skilled in strategic planning, team management, driving revenue growth, optimizing operational efficiencies, and cultivating strong vendor relationships.

Core Competencies

Automobile Industry Expertise

P&L Management

Sales Planning

3 S Management

Operations Management

Strategic Planning and Execution

Car Service Industry Expertise

Sales Management

Strong Communication,
Interpersonal & Analytical skills

Vendor Relationship & Management

Team Set-up & Management

Dealer Software Training & Enablement

Profile Summary

- Seasoned professional with a strong background in the automobile industry, exhibiting extensive expertise in **regional leadership, field sales** (both 4-wheeler and 2-wheeler), **business development, operations** and **vendor management**. Proven track record of driving revenue growth, expanding market presence, and optimizing operational efficiencies.
- Proven ability to drive business growth, streamline operations, and build high-performance teams to achieve strategic objectives. Proficient at forging strategic partnerships, optimizing processes, and delivering results in competitive markets.
- Proven expertise in expanding **dealer networks, optimizing inventory turnover, and integrating digital transformation to streamline sales, service, and CRM systems**.
- Strong background in **strategic planning, OEM relations, multi-location management**, and high-performance team building.
- Experienced in managing end-to-end **after-sales service operations**, including **customer support systems**, workshop efficiency, **body shop performance optimization**, and **spare parts management**.
- Proven excellence of working in leadership roles in delivering value to businesses with an insightful knowledge & expertise in automobile industry. Possesses a deep understanding of industry dynamics, regulatory requirements, and emerging trends, leveraging this expertise to drive operational excellence and maximize profitability.

Education

- B.B.A from Guru Jambheshwar University, Hisar in 2002.
- Aviation & Hospitality Management from A.H.A, New Delhi in 2006
- Pursuing General Management XLRI

Personal Details

Date of Birth: 21st September 1981
Languages Known: English, Hindi, and Punjab

Work Experience

• Aug' 23 to till date: Renault India Pvt Ltd as Regional Advisor Sales – East & West India

• Role and Responsibilities:

- Renault India is a well-known brand in 4-Wheeler Industry.
- Exchange and Loyalty programs across both regions, achieving a notable 35% penetration increase in new car sales.
- Collaborated closely with authorized dealers to manage and oversee comprehensive business operations within the region.
- Spearheaded efforts to sustain and augment sales performance across all authorized dealer networks.
- Successfully met and exceeded region-specific sales targets through strategic planning and execution.
- Expanded and fortified customer base through effective dealer management strategies.
- Delivered exceptional customer service to maintain high satisfaction levels among existing clientele.
- Ensured stringent adherence to operational processes and compliance standards throughout the region.

• Feb'23 to Aug, 23 Classic Legends Pvt Ltd (Jawa Yezdi) as Area Sales Manager: Maharashtra

• Role and Responsibilities:

- Classic legends is a well-known brand in 2-Wheeler Industry with a revival of Ultra-premium luxury brand Jawa, Yezdi and BSA
- Directed regional operations by close collaboration with authorized dealers and overseeing comprehensive business activities.
- Drove sales growth and retention efforts with all authorized dealers, consistently achieving and surpassing region-specific targets.
- Established, cultivated, and expanded customer base through effective dealer relationships and initiatives.
- Provided proactive customer service to maintain satisfaction and loyalty among existing clientele.
- Ensured rigorous adherence to operational protocols and compliance standards across the entire region.
- Identified and reported instances of dealer fraud with substantiating evidence to senior management.
- Achieved outstanding performance with a consistent 90% month-on-month target attainment rate.

• Mar'22 to Feb'23: LEAD as Senior Manager

• Role and Responsibilities:

- Innovating core of the education system, with a mission to transform the learning experience for millions of students. Lead as a company started in 2012, with a thought of changing the way of teaching by adding technology at every step, by adding lesson plans for teachers, evening classes for students and click data for KDM.
- Initiated meetings to introduce and present curriculum and pedagogical strategies aimed at acquiring new school partnerships.
- Started with the Gurgaon region and successfully expanded operations to encompass the entire Haryana and Delhi/NCR areas.
- Earned swift recognition through diligent work ethic, dedication, and demonstrated skill set shortly after joining.
- Managed operational activities to ensure seamless support and assistance for daily school operations.

• Apr'21 to Mar'22: Zonal Manager Cars24.

• Role and Responsibilities:

- Cars24, which is a well-known brand in used car sector. Joined as part of the core team; and was involved in:
- Achieved 100% of retail targets through meticulous planning and execution.
- Spearheaded the establishment of 40 workshops across Delhi NCR dedicated to vehicle refurbishment processes.
- Formulated and implemented a fully operational Spare Parts yard in collaboration with manufacturers and distributors.
- Developed standardized Operating Procedures (SOPs) and streamlined processes for the procurement of spare parts.
- Managed day-to-day operations of an In-House workshop near Bilaspur, ensuring efficient workflow and performance.
- Held accountable for overall Quality Control of refurbished vehicles, maintaining high standards of excellence.
- Served as the final approver for cost estimation of all vehicles across multiple workshops

• July'20 to Apr'21: Senior Manager (Business Development & Operations), NCR (Incredible Technology Pvt Ltd)

• Role and Responsibilities:

- CredR is India's Most Trusted Used Two-Wheeler Consumer Brand that leverages Technology & Processes to simplify the Used Two-wheeler Market. CredR is a full stack, vertically integrated, Omni-channel ecosystem for Used Two-Wheeler.
- Coordinated efforts between Head Office, Procurement team, and warehouse team to ensure seamless workflow and efficient operations.
- Conducted comprehensive training sessions encompassing software proficiency and procedural guidelines for enhanced team capability.
- Developed SOPs and strategic business plans to align the Procurement team with corporate objectives.
- Established partnerships with new and used bike stores to procure inventory, expanding market reach and product offerings.
- Conducted regular performance evaluations and provided targeted feedback to improve sales and marketing strategies, enhancing procurement and sales effectiveness.

- **Aug'19 to May'20: Delhi Head – Procurement, Refurb & Sales Quikr.com**

- **Role and Responsibilities**

- Quikr is an Indian classified advertising platform which has listings in over 1,000 cities in India in categories such as mobile phones, household goods, cars, real estate, jobs, services and education and many more.
- Led the strategic business planning for used car stores, overseeing purchase, refurbishment, sales operations, and providing software and process training to ensure efficient daily functioning and sales team effectiveness.
- Directed offline operations for purchasing, refurb and selling used cars and bikes via 6 stores across the NCR region.
- Conducted regular performance reviews and provided targeted sales and marketing guidance to teams across all NCR stores, facilitating improved sales performance.
- Delivered comprehensive software, process, and business planning training to align the sales team with corporate objectives.

- **Previous Experiences**

- **Jan'17 to Aug'19: Pearl Honda and Nawab Skoda (Kapsons Group) GM Sales & Service.**

- **Jun' 15 to Nov'16: Techno Motors New Delhi Sales Manager**

- **Apr'11 to May' 15: Tranquille Living Spaces Pvt Ltd, Gurgaon. As Sales Associate.**

- **Apr '02 to Mar '11: Mehandru Motors, New Delhi as Sales Head. Royal Enfield**

