



GANAPATHY

G.GANAPATHY VENKATRAMANA

SALES,SERVICE & SPARES TECH SUPPORT & MFG/ QM PROFESSIONAL

EXPERIENCE AND EXPERTISE

A seasoned professional with high energy level & systematic approach to accomplish tasks that I am associated with.

Sales, Service & spares Support & Quality Management Professional with Engineering background, holding rich experience, which is blend of Core Manufacturing Quality and After Sales Service & Technical Support. Managed 25 + dealer network in Maharashtra & Goa.

Area of Interest : Sales & service, Production, QA/QC, SCM, Logistics, Sourcing & BD (Operation Management)

SKILLS

Sales, Service & Spares

- 3S Business Development
- B2B / B2C/receivables management
- CRM – Sales & Service
- Business Intelligence analysis
- Technical Support
- Dealer / Network development
- 3s –Process audit
- Dealer W.s hop/Inventory/warranty

Quality Management QA/QC

- Manufacturing /PCP
- 7QC/SPC /SQC
- 8D resolution
- TQM
- Process & Product audit
- FMEA
- SAP QM

Sourcing & SCM / Logistics & DCD

- Strategic Sourcing
- SCM / Inventory
- Vendor development
- Master data management
- Spend analysis /P2P /O2C
- Contract management

Personal

- Leadership
- Communication
- Multitasking
- Strategic thinking

- Expert in **Sales, Service & Spares Technical Support of Product & Process (3S), customer experience/CRM across Dealer network in automotive (2 & 4 wheeler /commercial vehicle) & Expert in QM part of process and Product in Automobile Manufacturing Industry** and After Sales Service Support functions
 - Vehicle & Spares -sales -ABP-(Dealer, distributor & stockist wise) monthly target, order collection, stock norms, retail closing & audit/defining MOQ, credit policy, receivables management/ short supply & wrong supply claim settlement/spares promotional activity (Distributor, stockiest & retailer meet)
 - **Dealer development** – Infra, System & Process development in sales (B2B & B2C), after sales service & spares across dealer network and brand store. Digitization of customer facing points in sales & service function for enhancing customer experience throughout the process
 - Capabilities include **applications of touch points & CI to enhance customer experience in Sales & after sales service**
 - **Network development 3S** (Sales-Service-Spares) that includes appointment of dealers and distributors & authorized service center / dealer work shop adherence as per EOR
 - Dealer management- Technical support to 3S team to trouble shoot & resolve the issues through CQA, product feedback through customer voice to CQA, service reporting, parts performance, customer redemption, positive recall monitoring
 - Man power training- **Product & Process (Service, Spares & Warranty)**
 - Monitoring of product performance, customer expectation w.r.to competitor
 - Customer service management- Escalations handling (Tech & Non Tech) & resolution, SLA/TAT
 - Guiding the regional & dealer team to resolve the critical issues
 - Implementation of service quality system & maintain the standard @ dealership as per policy
 - Service marketing through CRM & maintaining the service share
 - Dealer readiness before launching new products
 - **CRM** - Sales & Service process (NPS) improvement through JDP-SSI & CSI survey & action plan for NC's to achieve the desired C SAT
 - **Customer Experience** – Sales & Service – Implementation of Customer touch points
 - **BI / BSC for Sales:** Business analysis for Lead generations through various channels such as Walk in, Telephonic, Digital, Social Media and augmenting Conversion Ratio (Ex. clarification call, test ride etc.), Loss analysis, Finance & Insurance penetration, Spend analysis on Plan Vs Act against promotional budget
 - **BI / BSC for After Sales:** Plan Vs Actual for vehicles reported, Spares & Labor revenue
 - Warranty management – Failure analysis & feedback, monitoring of Claims / Reconciliation
 - **Inventory Management of Spares** – Defining Minimum Stock Level, Re-order point, MOQ based on consumption pattern
 - Conducting **promotional events** within Sales & Service scope and perspective
 - AMC, RSA & Value Added Service for Post-sales customers based on segmentation (Corporate, Institutional, Government etc) & Institutional sales to Defense department (Army, Navy)
 - **Auditing of Sales & Service** process, Infra CI (Corporate Identity) for enhancing the Customer Experience & statutory compliance
- QUALITY MANAGEMENT–MANUFACTURING (Petrol & Diesel Engine /Vehicle)**
- Conversant in defining the **PCP** (process control plan) for Engine & vehicle assembly, paint & plating shop and doing the process & product audit at regular intervals for Export & Domestic market.
 - Process Quality Audit leveraging 7QC & 8D templates during manufacturing tenure
 - Implementation of POKA YOKE in assembly process
 - Process audit, Torque audit & Product audit, action plan & counter measure for NC's as per Export & Domestic standards
 - Engine & Vehicle dynamo /Road testing & rectification and certifying the performance
 - Participation in **CFT/SGA for identifying Customer Pain Points**, Recurring Field Complaints, Top Failed Parts & Sub-assembly, Initiating positive Recall Monitoring and Feedbacks/Early Failure Warnings
- MANUFACTURING OF ELECTRIC CYCLE (EV -Operations Management)**
- Assembly of Electric cycle (CKD), Trial, QC
 - PDI, DCD & logistics, after sales tech support to dealer
 - Sourcing of E cycle parts (Aluminum frame 6061 grade, controller, BLDC motor, Battery, Display)

TRAINING ATTENDED

- TQM/ISO 9001 / TS 16949/5s/
- NIS Sales excellence
- soft skills on customer handling by NIS
- Ford Customer Experience - Sales & Service by Sewell's MSXI

QUALIFICATION

Mechanical Engineering -1991

PERSONAL DETAIL

NATIONALITY : Indian

MARITAL STATUS : Married

LANGUAGES KNOWN: English, Tamil Telugu(MT)
Hindi Marathi, Malayalam

COMPUTOR SKILLS : MS Office, Word, Excel, PT

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SOURCING & SCM / LOGISTICS & DCD

- SCM – Sourcing, BOM, vendor development & NPD support, FMEA and managing supplier data base, credit policy, rate contract
- Conversant in **Sourcing /supply chain and Engineering practices (p2p,O2C, Design to deliver in automotive(2/4 wheeler /commercial vehicle / EV segment) & construction machineries /plant**
- Capabilities include **spend analytics, strategic sourcing, eRFx ,CPFR, product testing , contract negotiation ,vendor process development , FMEA & managing supplier data base**
- Development of concept , functional specification and implementation of credit policy
- Drafting and Negotiating contracts; drive the preparation of proposal documents, statement of works (SOWs), quotations and bids with pertinent specifications, terms and conditions dedicated
- Preparing and circulating Contract expiry reports and sending expiry notifications to all the concerned people including partners. This helps in the Contract extensions or contract closures/terminations.
- Analyzing the Purchase trend as per the defined Categories, preparation of Analysis Report, Analyzing past data, future renewals and Forecasting future requirements for hassle free production and cost savings
- Implementation and optimization of Procurement Process, and No PO No Pay Policy.
- Preparing and circulating multiple critical reports which helps clients in decision making
- CPFR (Collaborative Planning Forecast replenishment) to narrow down the gap between demand and the forecast
- Planning & execution of sourcing/SCM in line with Manufacturing plan (ABP/MBP)
- Automation of open order management for segregation of PO data w.r.to suppliers and subsequent auto mailer communication & f/up through DMS
- Due diligence towards Demand Vs Supply chain function result in on time supplier performance and improved the lead time
- Monitoring of supplier performance to assess ability to meet quality & delivery requirement
- Inventory Management** – Minimum Stock Level, Re-order point, MOQ as per consumption
- Fleet management /Logistics and Dispatch Control** – Mapping of delivery points and optimum utilization, **operating cost control , improvement etc , fleet maintenance ,etc.**
- Maintenance of HCV/LCV & construction Equipment's** – Transit Mixer, Bulker, Concrete pump, Boom placer loader, Hydra, Excavators, Batching plant, Chiller plant, DG , Tower crane as per OEM
- Lube loss analysis** – Analyzing the loss of Lubes due to mechanical failures & Quality of lubes and action plan for NC's
- Manufacturing of SPM-** Planning and production of SPM (Jigs & fixtures , machining of components and assembly of SPM ,fabrication of heavy machine base/ column , installation etc.

Organization	Designation	From	To
Fortune Motors – Mahindra trucks and buses division dealer	GM service	Aug 24	Sep 24
Accord Motors -Mahindra & Mahindra Dealer Consistent 15% growth MOM in revenue	GM Service	April 22	Dec 23
Emotorad (E cycle manufacturing)	Operation Head (GM)	Jan -21	Mar 22
Trinity Motors Mercedes Benz Dealer-Successfully cleared & qualified the third party (E&Y) audit for variable margin pay out, since implementation. Successfully achieved the all India top 5 JDP CSI rank for consecutive two years	QM - Customer Sales& service operations	Jun-18	Mar-20
Talera Ford (Ford Dealer) Successfully cleared & qualified the third party (SEWELLS MSXI) audit for variable margin pay out, twice	DGM – (Service)	Oct-16	May-18
Automotive plus –A unit of Automotive manufacturers Pvt Ltd – Pune India) Manufacturer of ABS axles, bulker , Trailer , cabin and load body	Production Head	Apr-15	Sep-16
Talera Ford (Ford Dealer)	Service Manager	Jan-13	Mar-15
Ratan Motors (Eicher Motor Dealer)	Sr. Service Manager	Aug-08	Dec-12
Royal Enfield (OEM) Established the state of the art of Brand store work shop and process at Mumbai India. Revived Mumbai & Pune service network by appointing new 6 authorized service center. Played key Role in CFT “KARISHMA” for the development of L535 model by UK designer “FRITZ EGLI”/ Designed & developed a Fixture (Poka Yoke) to eliminate (100%) tool box alignment/ Defined & established the Millipore test	Regional manager (Sales & Service / Maharashtra & Goa)/Sr Exe – Mfg/ Qty	Feb 93	Jul-08
Machine Tools & Accessories , Chennai India (Manufacturer of Jigs & fixtures ,multi spindle drill heads, CNC SPM)	Supervisor – Production / Mfg	Apr 90	Feb 93

- Post lock down worked as a free lancer for SSI dealing in solar industry & SPM manufacturer (Honing machine) and visited HMSI @ Noida
- On sabbatical since Oct 24 due to accidental injury.