

RESUME



M.KARTHICK

180, Annanagar, Narimedu
Madurai-625002

Mobile: 8098708690

E-mail: yarthick93@gmail.com

SKILL SET & EXPERTISE

**Light Commercial,
Medium Commercial &
and passenger vehicles**

Brands

- VECV
- SML ISUZU LTD
- MTBD

EDUCATION

**B.E – (MECHANICAL
ENGINEERING)**

First class (7.9) CGPA
KLN college of Engineering
Madurai.

**DME - (MECHANICAL
ENGINEERING)**

First Class (90 %)
From GMS – MAVMM
Polytechnic Madurai
(2011 – 2013)

PROFILE SYNOPSIS:

- ✓ Dynamic professional with significant and result driven Marketing Professional with **5 Years experience in the Field of Automobile Industry on Light commercial vehicles, Medium commercial vehicles, passenger vehicles and.**
- ✓ Strong interpersonal, Management and Business skills blended with keen negotiation skills.
- ✓ Proven ability to undertake new initiative for the Organization
- ✓ Committed to the highest level of professional and personal excellence.
- ✓ Strategically and analytically to set priorities according to the Vision and Mission of the Management.
- ✓ Ability to work in fast paced and challenging environment.

My Key Competencies include:

- ☞ Ability and experience in team leadership
- ☞ Man Power Planning & Training
- ☞ Product development and management
- ☞ Dealer Management
- ☞ Market Penetration Strategy planning.

PROFESSIONAL EXPERIENCE:

MAHINDRA & MAHINDRA :

Presently working in **TEAM LEASE** Sales & Marketing of **MAHINDRA & MAHINDRA** as "**DSM**" handling in ILCV & passanager entire dealership and teams.

Reporting to "SM" in MTBD

HIGHLIGHTS :

- ☞ Maintain market share in LCV trucks average - 45%in coimbatore Territory

In last seven months We have sold **52nos** highest number of lcv trucks in any other territory of MTBD.

FEB 2023
ONWARDS

MTBD

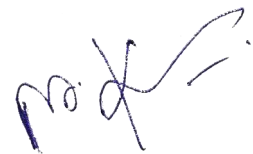
<p>HSC (computer science)– (63%) From Jothi Higher Secondary School. (2010 – 2011)</p>	<p>SML ISUZU LTD.</p> <p>One of the Leading Manufacturer of Light & Medium Commercial Vehicles with a Turnover of around Rs.1200 Crores per annum.</p> <p>Last position held "MARKETING OFFICER - Marketing" Handling ONE Dealer in Tamil Nadu – Truck & Bus SalesReporting to – State Head Marketing</p>	<p>MAR 2020"</p> <p>TO</p> <p>JAN 2023"</p>
<p><u>COMPUTER PROFIENCY</u></p> <p>Operating System</p> <p>Microsoft Windows</p> <p>CAD Drawing Software</p> <p>CREO Parametric 2.0</p> <p>DMS & SAP</p>	<p><u>RESPONSIBILITY :</u></p> <ul style="list-style-type: none"> ☞ Developing , implementing and executing strategic marketing plans for an dealership in order to attract potential customers and retain existing ones. ☞ Support salesman to set realistic and aggressive monthly targets and support deal closure and approval. ☞ Responsible for purchasing,appraising and managing inventory <p><u>HIGHLIGHTS :</u></p> <ul style="list-style-type: none"> ☞ Maintain market share in trucks average 7-10% in Madurai Territory ☞ Achieved in buses (passenger and school segment) Q1 market share 43% in Madurai Territory 	<p>SML ISUZU LTD</p>
<p><u>TECHNICAL TRAINING:</u></p> <p>MECHANISIM SCIENCE - Completed a workshop on Aerospace and Aircraft Material at College Of Engineering Guindy, Anna University in Chennai.</p>	<p>ANAMALLAIS AGENCIES (STADIUM).</p> <p>Dealers for 'EICHER' Commercial Vehicles.</p> <p>Last Position Held: "Sales Officer" – Madurai</p> <p>Sales & Marketing of VE COMMERCIAL VEHICLE and Making database of customers.</p> <p>Reporting to – Manager Sales</p>	<p>MAR 2016'</p> <p>TO</p> <p>FEB '2020'</p>

PIPING LAYOUT - Attended a technical course on Piping layout at KLN college of engineering	<u>HIGHLIGHTS :</u> <ul style="list-style-type: none"> ☞ Sold the highest number of Sub 5T models 54 nos in FY18 Madurai Territory. ☞ Sold the third highest number of Sub 5T volume 34 nos in Tamil Nadu for the period FY19. 	VE COMMERCIAL VEHICLE
	<u>PERSONNEL DETAILS</u> Date of Birth : 31.10.1993 Father's Name : C.MURUGESAN Marital Status : Married Nationality : Indian Languages known : English & Tamil	

DECLARATION:

The information provided above is true to the best of my knowledge.
 I hope to do the same about my work without any postponement. I hope you will give me a chance to prove myself.

Place: Madurai



(M. Karthick)