## PRATAP CHANDRA JENA

Dynamic and results-driven professional with over two decades of extensive experience in the automobile sector, focusing on operational leadership, strategic planning, and business development.

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# CORE COMPETENCIES

- Operational Excellence
- Strategic Business Development
- Dealers Development & Management
- **Customer Experience Management**
- Financial Analysis and Reporting
- Market Research and Insights
- Team Leadership and Development
- Change Management Strategies
- **Business Process Optimization**
- **Revenue Generation Techniques**
- Stakeholder Engagement



#### TECHNICAL SKILLS

- Advanced Excel & Data Analytics and Reporting
- **Strategic Operations Management**
- Customer Relationship Management (CRM) Systems
- Financial Forecasting and Budgeting
- **Business Intelligence Software**
- **Insurance Management Systems**
- Performance Metrics Development
- Market Research and Analysis Tools



#### **EDUCATION**

- MBA Operations, Jaipur National University, Jaipur, 2018
- M.Sc. Maths, Sambalpur University, Orissa, 1989
- B.Sc. Honours (Mathematics) Sambalpur University, Orissa, 1987

#### **ACHIEVEMENTS**

- Sales Growth: Achieved a 5% increase in new vehicle sales.
- **Used Car Exchange:** Improved exchange penetration by 15%, boosting overall dealership profitability.
- Finance & Insurance: Increased finance and insurance revenue by 15% each through targeted strategies.
- Accessories Sales: Achieved a 25% growth in accessories sales through bundled effective upselling and offerings.
- **Lead Generation:** Enhanced lead generation by 20%, leveraging digital, tele-sales, and showroom walk-ins.
- Achieved 25% annual growth in the motor insurance sector through effective leadership and operational excellence.
- Secured highest Growth in Sales & Service. Achieved Partner of Year many times.



### **PROFILE SUMMARY**

- Accumulated over 20 years of comprehensive experience in senior management roles within the automobile industry, specializing in operational excellence, strategic planning in Sales & Marketing, Allied Business, Services and Customer Relationship Management.
- Currently serving as BUSINESS HEAD at HIMGIRI AUTOMOBILES GROUP (TATA & HYUNDAI), overseeing multifaceted operations, including Sales & Marketing, Allied Business, Service & Body Repair, Receivable from OEM and P&L, while driving initiatives for revenue generation and customer satisfaction.
- Dynamic operational leader with a proven track record in driving business development and growth strategies across diverse sectors, including insurance and automotive.
- Extensive experience in strategic planning, operational oversight, and effective people management, ensuring alignment with organizational goals and objectives.
- Proven ability to manage and inspire cross-functional teams, driving performance through motivation, training, and mentorship.
- Expertise in handling escalations and complex challenges, utilizing analytical problemsolving skills to enhance operational efficiency.
- Actively participated in numerous prestigious Mercedes Benz events and FADA seminars, continuously staying abreast of industry trends and best practices.
- Adept at cultivating strong relationships with stakeholders, ensuring strategic direction aligns with market demands and customer needs.
- Committed to fostering a culture of innovation and excellence, leveraging insights and analytics to inform decision-making and drive competitive advantage.
- Passionate about steering organizations toward transformative growth, leveraging a comprehensive skill set to achieve and exceed ambitious business objectives.
- A results-oriented leader dedicated to delivering exceptional outcomes through strategic vision, operational excellence, and effective team leadership.



# WORK EXPERIENCE

**BUSINESS HEAD - Himgiri Automobiles Group, Delhi & NCR** From - Dec 2024 to Till Date

- Driving Sales & Marketing, CRM, Allied business and Service to achieve overall business growth.
- **Strategic planning** to capture the highest **market share** in Tata & Hyundai
- Enquiry Management: Managing a call center to generate qualified leads from various sources, including IVR, Hyperlocal, CarDekho, 91Wheels, Google, and digital platforms. Successfully increased conversion rates from 9% to 14%, driving a 5% increase in sales through improved lead quality and engagement. Receivables Management: Tracking and optimizing all receivables from OEMs, allied businesses (used Car, finance, insurance, accessories), and service revenue streams.
- Strengthening customer retention, referral programs, and loyalty initiatives to enhance brand value.
- Driving centralized digital marketing and lead generation strategies to enhance engagement and conversion, leveraging the newly established call center.
- **Optimizing used car business**, including procurement, pricing, and exchange offers to maximize revenue.
- Collaborating with **financial institutions and insurance partners** to improve funding options and insurance penetration.
- Service & Body Repair Expansion: Driving workshop profitability through increased service penetration, labor efficiency, and value-added offerings.
- **P&L Responsibility:** Develop and manage the annual budget, ensuring financial discipline across all business verticals.
- Cost Optimization: Monitor financial performance, implement cost-control measures, and drive operational efficiency to enhance profitability.
- **Team Leadership:** Oversee recruitment, training, and development of teams across sales, service, and allied businesses, driving a high-performance culture.

- Secured the highest retention and penetration rates in the industry across India.
- Honored with the Highest Retention and Penetration Awards at the Annual
   Mercedes Benz F&I Meet in 2024, 2023, 2019, and 2018, showcasing a commitment to excellence in customer engagement.
- Recognized for exceptional contributions to Group Insurance with the Best Supporting Award in 2023 and 2022, reflecting strong collaborative efforts in fostering team success.



Language: English, Hindi & Odia

#### **Hobbies:**

Studying and watching you tube for Motivational Books & Short films

DOB: 1st July 1967 Address: 780, DDA LIG Flat, Hastsal, Uttam Nagar, New Delhi - 110059

#### Highlights:

- Sales Growth: Achieved a 5% increase in new vehicle sales.
- **Used Car Exchange:** Improved exchange penetration by **15%**, boosting overall dealership profitability.
- **Finance & Insurance:** Increased finance and insurance revenue by **15% each** through targeted strategies.
- **Accessories Sales:** Achieved a **25% growth** in accessories sales through effective upselling and bundled offerings.
- **Lead Generation:** Enhanced lead generation by **20%**, leveraging digital, tele-sales, and showroom walk-ins.
- **Conversion Rate:** Achieved an **average 15% conversion rate** across all lead sources (OEM Leads, IVR, Hyper Local, Walk-in, Digital & Tele-in).

#### Silver Arrow Automobiles Pvt. Ltd., Delhi & NCR, India

#### **Growth Path:**

Vice President – Jan 2022 to Aug 2024
Assistant Vice President – Jan 2020 to Dec 2021
General Manager – Jan 2016 to Dec 2019
Assistant General Manager – Nov 2012 to Dec 2015

- Developed & implemented effective sales, Service, Spare Parts strategies & operations along with insurance, IT & logistics.
- Spearheaded business development & growth initiatives, ensuring alignment with the company's strategic objectives.
- Reviewed both financial & non-financial reports to identify areas for improvement & devise actionable solutions.
- Analyzed complex issues & challenges, providing innovative solutions to drive the company's growth.
- Enhanced customer relations and retention by serving as a problem solver and value creator.
- Achieved top performer status with a remarkable growth in Sales, Service, Body Repair, insurance revenue and market share across India.

#### Highlights:

- Achieved a remarkable 25% annual growth in the motor insurance sector through strategic initiatives and operational excellence.
- Keep Customers coming back by providing a great customer experience in Sales and Service. A successful retention rate of 80% and 65% of Service Customer within one year.
- Secured industry-leading retention and penetration rates, achieving an impressive increase and solidifying the company's position as a market leader.
- Drove cross-functional teams to enhance customer experience and streamline operations, resulting in a 40% improvement in overall performance.

#### DD Motors, New Delhi & Uttarakhand, Senior Manager Apr 2004 to Oct 2012

 Managed IT, management information systems (MIS), insurance, and sales planning across the DD Group, generating comprehensive business growth reports for management.

#### JEPS Pharma Pvt. Ltd., New Delhi & Haryana, Manager Aug 1997 to Mar 2004

 Handling Entire IT and MIS for Inventory Management, Sales and Production Planning etc to Generating Different Business Growth Reports for management. Sharing with entire Sales and Production Team for more clarity and enable changes for Growth.

#### BRIGHT Groups of Publications, New Delhi, EDP In-charge Apr 1992 to Jul 1997

 Developing different types of Programs for Bright Groups of Publication company for Inventory Stock Management, Circulation and Subscription Management of Books & Magazines, Vendor Management etc. Generating different types of MIS & Business Management Reports and shared with entire Sales & marketing Team along with management. Also, Analysis the growth and utilization Reports.

# **E** CERTIFICATIONS

- Post Graduate Diploma in Computer Programming & Application from APTECH New Delhi
- Insurance Training & Certification Course in 2017
- Advanced Microsoft Excel & Power BI in 2024
- AI & ChatGPT in 2024