



RAJIV MUKHERJEE

OEM EXPERIENCE

PROFILE

Bringing over 21 years of expertise in business development, strategic planning, and leadership, with a proven track record of driving revenue growth and optimizing inventory management.

Strategic Leader with over 21 years of rich expertise in the automotive industry, with a specialization in driving business development and management within OEMs, emphasizing market penetration and financial growth. Adept in strategic planning, leadership, and relationship building, with a keen focus on optimizing inventory management and fostering a customer-centric approach. Recognized for steering teams towards surpassing targets and achieving exceptional performance, with a strong foundation in critical thinking, problem-solving, and effective time management.

Successfully managed the Used Car programs, overseeing customer service and satisfaction, and received multiple awards for outstanding performance and leadership. Proficient in leading and motivating teams to drive market penetration and achieve financial growth, with a strong focus on business development, strategic

Hyundai Motor India. Ltd | Manager/TSM- Hyundai Promise

Sep 2011-Nov 2023

Location: Kolkata & Ranchi

- Managed a network of 29 dealers in Jharkhand and 32 dealers in Kolkata with successfully driven the market penetration and surpassing the 25% target.
- Leading manpower requirements, facilitated dealer appointments, and optimized infrastructure to enhance dealer capacity.
- Spearheading exchange sales, penetration numbers, and sales penetration, while providing comprehensive manpower training.
- Collaborating with the dealer development team to appoint new dealers and activate infrastructure enhancements.
- Heading the Hyundai Promise program, ensuring exceptional customer service and satisfaction, resulting in multiple awards and recognition.
- Implementing innovative sales and marketing strategies that led to a 25% market penetration target achievement, showcasing a strong ability to drive revenue growth and optimize inventory management.
- Surpassing manpower recruitment requirements by over 100% and spearheading the Hyundai Promise program, resulting in exceptional customer service and satisfaction, leading to multiple awards and recognition.
- Provided leadership, insight and mentoring to newly hired employees to supply knowledge of various company programs.
- Created and managed budgets for travel, training, and team-building activities.

Maruti Suzuki India Ltd | L-09 (S)

Apr 2007-Aug 2011

Location: Guwahati & Bhubaneswar

- Led the operations as a supervisor at Maruti Suzuki India Ltd., ensuring seamless departmental operations and efficient functioning
- Collaborated with cross-functional teams to achieve operational objectives and contributed to business growth by assisting dealers in obtaining 1509001: 2000 certification, showcasing a proactive approach towards operational excellence and business development.

planning, and effective inventory management. Skilled in fostering a customer-centric approach and optimizing dealer capacity to enhance overall performance and revenue growth.

Awards and Recognitions:

- ✓ Best All Round Performance- 2017 (HY)
- ✓ Best All Round Performance- 2017
- ✓ Highest Penetration Achievement- 2018
- ✓ Overseas Trip to Bangkok- 2018
- ✓ Overseas Trip to Malaysia- 2019



CONTACT

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HOBBIES

Driving
Singing
Playing Badminton
Photography

Maruti Udyog Ltd | Sr. Engineer

Mar 2003-Apr 2007

Location: Jorhat & Guwahati

- Collaborating with team members to integrate network.
- Leading manpower requirements, facilitated dealer appointments, and optimized infrastructure to enhance dealer capacity.
- Spearheading exchange sales, penetration numbers, and sales penetration, while providing comprehensive manpower training.

Current Employment:

Currently working in a Maruti Suzuki Dealership as a Business Head in True Value (Used car) & Maruti Suzuki Driving School (MSDS) for Jyote Motors (Bengal) Pvt Ltd, Kolkata from June'24 to till date.

EDUCATION

Feb 1995

Diploma

The Institute of Motor Industry (India)

April 1997

Graduate Engineer

The Institution of Automotive Engineers

September 1995

Auto CAD (Preliminary)

CADD Centre

CERTIFICATIONS:

- ❖ Be The Manager People Won't Leave (Linkedin Learning)
- ❖ Diversity, Inclusion & Belonging (Linkedin Learning)
- ❖ Big Data In The Age of AI (Linkedin Learning)

PERSONAL INFORMATION:

DOB: 08/10/1973

Place- Dhanbad