**RAKESH MAGOTRA**

Date of Birth : 12th Jun ’68 Contact: 9779939522, rkmagotra@yahoo.co.in

Marital Status : Married Jammu ( J & K): F-21/B,New Plot

Experience : 30 + years Mohali ( Pb): 115/4,Acme Heights,Sec-126

**EDUCATION**

1990-92 - PGDBA (MBA Equiv.), IPM Ghaziabad

1989 - B.Sc, MD University, Rohtak

**WORK EXPERIENCE:**

**PREET TRACTORS,PUNJAB: JULY 2024 joined as General Manager for Maharastra,Gujrat & Rajasthan.**

**Appointed five Dealers in the Short duration.**

**VEHICLEADES PVT LTD Group of J&K. (April, 2022 to 30th April,24): Vehicleades is the largest Selling Dealer of MSIL in the North with Multistate Dealership Operations having more then 160 outlets at different location with more than 5500 Employee Strength.**

**Joined as General Manager (Overall Operations) for Udhampur(J&K) MSIL dealerships of Both Nexa & Arena Range. This dealership having Outlets at 11 locations in all over Pir Panjal range with the sale of more than 2500 vehicles with the staff strength of around 550 people. Overall Operations Include S, HR,Customer Care,Inventory,Inurance Etc.**

**Highlight;Nexa Range started & Launched.Revival of True value( Old car) Business.**

**JAYCEE STRIPS & FASTNERS PVT LTD (Since Feb, 2018 to 25th April2022) -- National Sales Head.**

**Established in 1998, Company deals in Tractor Components, farm Implements & earth Moving solution for the OEMs & Open Market based At Amritsar.**

**Responsible for Establishing of “BRAND SOIL MASTER“for farm implements throu Expansion of Business Associate PAN India & Tie Up with Various OEMs( Tafe,Escorts,Vst etc) for supply of Various Implements. Developing Dealer Network for New Product viz Tractor Mounted Backhoe Loader. Directly Reporting to CEO .**

**Handling above responsibility directly & with Sales Team at various levels**

**Preet Tractors, Punjab (Since Nov 08,2017 to 20th Feb 2018.)**

**Rejoined as AVP (Sales) for M.P, CG & Northern States.**

**Mehar International Mkt Ltd,Mohali( Since June,15 to Oct,17)**

**Joined as CEO Cum MANAGING PARTNER for Piaggio Vehicles Dealership operation in Tricity & Future Expansion Responsibility. Managed to Add New Businesses for the Group(Terex Equipment & Motorol lubricants)& also streamlining of Business operation of Current Dealership in Terms of sales, Stock& Credit Management.**

**PREET Tractors, Punjab (SinceSept,12 to May,15)**

**Joined as Asst Vice President. Based at Nabha.Preet Tractors is the upcoming Tractor manufacturer with plans for All India Presence by Network Expansion by 2014.**

***Responsibilities***

***Planning & Managing the All-India Network Expansion.***

***Managing Sales FUNCTION (BUSINESS PLAN, COLLECTION ETC in Co-ordination through the Team of State Heads.***

***Directly in Revival of M. P& Chhattisgarh Markets. (Team Building, Network Expansion & Consistent sales figure). Also handling Punjab & J & K, Haryana State also.***

***Represented Indee- Morocco Engineering Fair at Casablanca (13-15 Dec,2012)***

* **RSB Transmission** (Since Apr ’07 to Sept,12)

Joined as Regional Manager (North) based at Chandigarh. Handled All over India for one year. RSB Group is one of the largest manufacturers of automotive components, Trailers & Trailer parts catering to OEMs& open markets having multi location plants in India & abroad.

*Responsibilities*

* Development of Dealership network (all India) for upcoming tractor trailers.
* Develop OEMs and ensure regular business from them.
* Business development of automotive components in the local market.
* Sales to institutional clients.
* Manage and develop sales team & infra for current operations as well as future expansion.
* Business planning and forecast.

*Achievements*

* Introduced the brand & product in more than 25 top transport & logistics companies in northern & western region. This included promoting the brand through fleet operators (DARCL, SVLL, KMT etc.).
* Developed the procedures & norms for implementation of organization’s network plan.
* Diversified business prospects in new segments during recession period (2008-09). This included large orders from Indian Railways to the tune of 100 MINR with top ratings.

**FORCE MOTORS Ltd** (May ‘04 to Apr ’07)

Business Manager (CV) leading a team of ten for entire U.P. based at LUCKNOW.

*Responsibilities*

* Increase market share by increasing sales of all models thru existing Dealership network
* Liasioning with government departments and institutional sales.
* Handling depot operations and ensure an efficient supply chain network of entire UP.
* Manage marketing activities within allocated budgets, branch operations and administration.

*Achievements*

* Increased market share from 3% t 15% in U.P. by increasing sales through aggressive sales activities & appointment of Reputed dealers in important but unrepresented areas.
* Tied up with Gramin banks to felicitate easy terms of financing & better coordination for NBFCs.
* Launched MINIDOR range of 3-wheelers, LCVs & MUVs in eastern & central U.P.
* **PIAGGIO Vehicles Pvt Ltd** (Apr ‘98 to May ’04)

Area Manager for the states of Punjab, Haryana, HP, J&K and Chandigarh for ‘APE’ range of Diesel 3 Wheelers, based at Chandigarh.

*Responsibilities*

* Development of dealer network in unrepresented areas and launching of APE in above states.
* Retail as well as institutional sales.
* Coordination with various govt., financial institutions and private finance companies.
* Organize promotional activities, viz. bankers meet, financiers meet, road shows, etc.
* Repeat business from existing customers

*Achievements*

* Established Punjab market from scratch by establishing an efficient Dealer network and attained a market share of 60%.
* Approval from UT Chandigarh Administration in both passenger & load carrier segment.
* STA approvals from the Govt. of J&K, Punjab, Haryana & H.P.
* **GREAVES Ltd** (Sep ‘96 to Mar ’98)

Sales Officer in Greaves Ltd. department/business unit, based at Delhi.

*Responsibilities*

* Business Development and Sales of Garuda three wheelers in Eastern & Western UP.
* **MULTI METALS Ltd** (Jun ‘92 to Aug ’96)

Sales Officer based at Kota, Rajasthan. MULTI METALS Ltd is a Damani Group company and is a leader in nonferrous industry.

*Responsibilities*

* Independent handling OEM market of ACR Ind for import substitute seamless copper tubes, which was in technical collaboration with HITACHI, Japan.
* Handle key accounts like GODREJ, CARRIER, AIRCON& VOLTAS.
* Negotiations with various institutions for the sale of multiple brands of NON-FERROUS tubes & pipes. These included various units of BHEL, SAIL, Ordinance factories and various sugar industries.