

**Senior managerial assignments in Profit Centre Operations, Retail Operations with an organisation in to Used/ New Automobile Trading****CAREER PRÉCIS**

- **Seasoned Business Manager** with **around 3 decades'** experience in heading teams for driving overall Business Development, Revenue Generation and Profitability.
- A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities.
- Ability to formulate and implement tactical initiatives to achieve corporate strategic goals.
- Adroit in handling business development, identifying & developing new markets, lead generation, client retention and achieving targets.
- Possess credibility & personal integrity that leaves lasting impressions with decision makers, motivate employees and generate loyalty.
- Demonstrated expertise in development & implementation of promotion plans and handling communication for brands.
- Skilled in managing teams to work in sync with corporate set parameters & motivating them for achieving business and individual goals.
- Effective communicator with good relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities.

**Strategic Planning**  
**Sales & Marketing**  
**Business Development**  
**Brand Management**  
**Channel Management**  
**Sales Promotions**  
**Client Servicing**  
**Retailing Operations**  
**Merchandising**  
**Team Management**

**CORE COMPETENCIES****Profit Centre Operations**

- Handling profit centre operations with a view to achieve business (sales volume & market share) objectives and top / bottom line profitability.
- Conceptualising & implementing sales plans; ensuring accomplishment of business goals across the assigned regions.
- Creating and sustaining a dynamic environment that fosters development opportunities & motivates high performance in team members.

**Business Development**

- Reviewing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning the service strategies.
- Implementing strategies for acquiring business from customers and effectively using potential of the dealers' network.
- Providing immediate support to the dealerships for resolving their issues and complaints in compliance with preset guidelines and rules.

**Brand Management**

- Organizing and conducting various promotional activities as a part of market development and brand building effort.
- Planning sales promotional activities / events including enquiry generation programs, confident building measures, creating brand and product awareness programs.
- Analysing market trends like finance, purchase drivers, sales practices, customer needs on the product.
- Tracking brand for better understanding of trends, market, competitive moves and recommending way forward for the brand.

**CAREER CONTOUR**

**PENDANE CONSULTING, Chennai,, Since Mar 2009**  
**Co Founder**

**Accountabilities:**

- Formulating & implementing Business Strategies & Process.
- Closely working with corporate fleet company for remarketing.

- Off Lease Inspection and POC Retails.
- ROCE ownership/Responsible for Top and Bottom line revenue performance.

**E Caars Services, Bangalore: Oct 06 – Mar 09 (2.5 Yrs)**  
**General Manager**

**Accountabilities:**

- Formulating & implementing Business Strategies & Process for brand development and expansion.
- ROCE ownership/Responsible for Top and bottom line revenue performance.

**Highlights:**

- Devised & implemented Service Route to be taken to promote used cars.
- Effectively developed Pre Paid Product for initial customer acquisition.
- Successfully achieved 50% growth in first year by working on two verticals - Individual Retail Customers and Corporate Accounts.

**Automartindia Limited/Mahindra First Choice, Chennai: Mar'04 – Oct'06 (2.5 Yrs)**

**Mar'04 – Feb'05**      Senior Manager  
**Mar'05 – Oct'06**      **Asst. General Manager**

**Accountabilities:**

- Leading a team of 14 Managers and 65 Front Liners for managing operations of 7 Outlets in Tamil Nadu and Andhra Pradesh.
- Achieving goals of the organisation in terms of profitability, market share and expansion of business.
- Selling of various segmental cars through Dealer/Franchisee network.

**Highlights:**

- Distinction of expanding 5 Outlets from offing stage.
- Introduced Various innovative Concept`s and implemented Economy and Value Based Products.
- Successfully attained overall 30% growth during the tenure.
- Effectively increased the Finance and Insurance Verticals.

**TVS & Sons Limited: Jan'01 – Mar'04 (3.5 Yrs)**

**Jan'01 – Jun'02**      Deputy Manager, Madurai and Coimbatore  
**Jun'02 – Mar'04**      **State Head, Cochin, Kerala**

**Accountabilities:**

- Leading a team of 2 Managers and 20 Service Advisors for handling new business initiative chain of Quick Repair Shops across Kerala.
- Selling of New Generation cars spare parts through the Franchisee/Dealer Network.

**Highlights:**

- Successfully enhanced profitability and growth of the chain.
- Headed 2 outlets initially and left with 20 Operational Outlets.
- Conducted market research and participated in the concept evolving.
- Actively involved in design & execution of pilot shops and marketing auto parts through Retail Branded Multi Car Service Shops.

**PREVIOUS ASSIGNMENTS**

Benzer Cars & Services (P) Ltd., Coimbatore	Chief Executive	Apr'96 – Nov'00
Metronax Cars & Bikes Ltd., Coimbatore	Branch Manager	Aug'94 – Mar'96
Interpedia Technical Center, Chennai	Project Advisor	Aug'93 – Aug'94
Datamatics Corporation, Chennai	Auto Instructor	Aug'92 – Jul'93
G D Naidu Charities, Coimbatore	Auto Instructor	May'90 – Jul'92
P.Bastian & Sons, Coimbatore	Workshop Supervisor	May'88 – May'90
Motor & Services (P) Ltd., Coimbatore	Apprentice Trainee	May'87 – May'88

**SCHOLASTICS**

- Diploma in Mechanical Engineering awarded by Dept of technical education,TN Govt in 1990.
- AMIE(Graduation in Engineering) awarded by The Institution of Engineers, India in 1994
- Diploma in Business Administration awarded by IGNOU, Delhi, in 2003

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**PROFESSIONAL ENHANCEMENTS**

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- Mechanics & Advanced Training Programs with TVS Suzuki Ltd., Hosur
  - Brand Management 3 Days Course with XLRI, Jamshedpur, through VC
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**PERSONAL DOSSIER**

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Date of Birth : 15<sup>th</sup> May 1969. Aged: 51 Yrs

Address : Flat No. 4F, 4<sup>th</sup> Floor, Phase 2, Shempark,  
156, Nukkam Palayam Road, Kumaran Nagar (OMR), Chennai – 600 119.

Family Info : Currently based at Chennai, surviving with wife and 18 years old daughter.

Father – Late K.S.Venkatarajan was worked with Tamilnadu Health Department as Health Officer entire of his life time.

Eldest Brother is a chartered/cost accountant and currently he is an investment banker cum VC, MD of ABNER CAPITAL - DUBAI.

Elder Brother is chartered accountant and practising the profession.

Younger Sister Married to a businessman.