



DEEPAK JOSHI

An accomplished professional with a dynamic career in **After-sales Support, Client Relationship, Market Development** across multiple categories, managing multi-media campaigns
Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies

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Profile Summary

- **Achievement oriented professional** offering **over 22 years** of rich experience in **Sales Management, Distributor Management and Marketing Management** including Sales Forecasting, Channel Sales, Export Sales, Relationship, Training, Price Monitor, Stock Support, Marketing Plan Formulation, Demand Planning, Pricing, Market Analysis & Intelligence, Branding and Promotional activities
- Impressive success in achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments
- Expertise in managing business demand by balancing external delivery, internal revenue growth and effective risk management controls
- Highly skilled in launching businesses from scratch, restructuring organizations and in transforming non-performing BUs into top-performers
- Strong exposure in spearheading operational process improvements to drive productivity and reduce costs
- Trusted leader, dynamic, disciplined & focused with honesty and integrity; excels in demanding environments while remaining pragmatic & focused
- Comprehensive experience in adapting business strategy to organizational vision; front-led large sized multi-cultural teams up-to 120+ members
- People-friendly, collaborative & approachable with excellent planning, communication, analytical, problem solving and collaboration skills

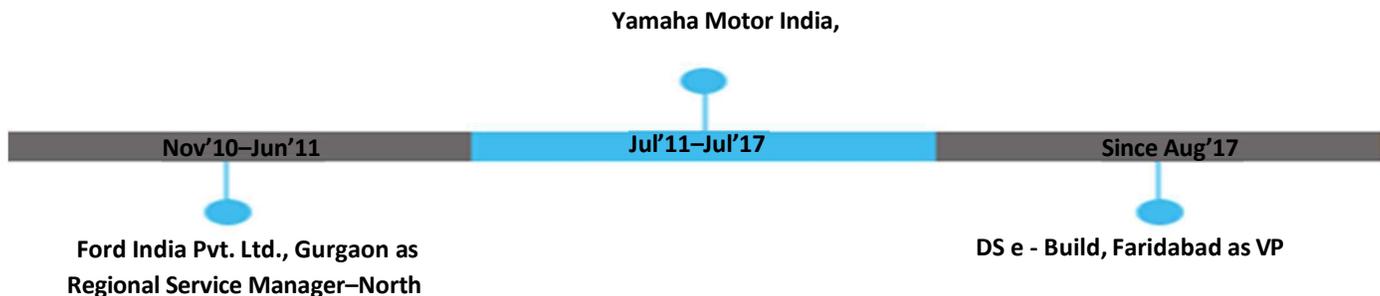
Education

- Pursuing MBA from Symbiosis Institute of Management, Pune
- BE in Automobile Engineering from, Karnataka University, Dharwad in first class with distinction in 1999.

IT Skills

- MS Office, Windows and Internet Applications

Timeline (Last 3)



Core Competencies

- Leadership & Team Management
- Marketing & Business Development New
- Product Development
- Profit Centre Operations
- After-sales Service
- People Management
- Reporting & Documentation Customer
- Satisfaction Management Training & Development
- Liaison & Coordination

Soft Skills





Work Experience

Since OCT'2021 with DS e-BUILD, Faridabad as VP – Marketing (Sales, Service, Admin)

It is a sister concern of DPSV Infra and started operation in year 2021 as a new start up.

Key Result Areas:

- Building electric mobility business, developing business plan.
- Assistance and guidance in complying to mandatory compliances for e mobility.
- Prototyping electric 2-wheeler, 3- Wheeler and e carts.
- Model and component sourcing.
- Vendor and supplier tie up.
- Homologation and type approval certification for all category vehicles (ICAT, ARAI, CIRT).
- Assistance and support in setting up and building complete business.
- Assist parties in setting up new dealership.
- Assists in streamlining operations of existing dealerships.
- Sales and after sales service process improvements.
- Improvement in customer relationship management.

Since Aug'17 with DPSV Infra, Faridabad as Head – GM (Sales & Service)

Key Result Areas:

- Heading all administrative activities like Marketing, Service, Customer Care, Production, and dispatch.
- Assessing, developing repair SOP's, Planning, and implementing training support.
- Managing 2W and 3W service Network Pan India.
- Expanding dealer network
- Service promotion activity for 2Wh and 3Wh across India.
- Spare parts inventory planning and managing spare parts inventory support.
- Formulating the sales and marketing strategy of the company's mission
- Generating business for the new products & services through new client acquisition and expansion on existing client accounts by identifying opportunities for up-selling & cross-selling
- Building relationships with customers in order to gather feedback and ensure a high level of client satisfaction; in addition, regularly pitching new products and services to clients in order to increase revenue
- Establishing organizational vision, developing & implementing long-term growth strategy
- Reinvigorating the company and created a more responsive & market-driven organization resulting, by revamping the business model & strategy
- Amplifying revenue margins by multi-folds by restructuring sales processes and improving operational efficiency

Highlights:

- Expanded & developed
 - Expanded network by 240%
 - Instrumental in getting approval from CSC digital India program from Govt of India.
 - Business in Defence- Indian Air Force and Indian Army
- Brought about systematic changes in processes, procedures, working culture
- Eliminated system flaws and derived & implemented strategies for expansion of business to new customers
- Recommended changes in sales roles, coverage Area & team configurations to maximize sales productivity
- Developed plans/internal controls/SOPs to take the business to next level

Jul'11–Jul'17 with Yamaha Motor India, Greater NOIDA Growth

Path:

Jul'11–Sep'12: Regional Service Manager Oct'12–

Jul'17: Zonal Service Head –Grade G1

Key Result Areas:

- Imparted workshop operations training to Resident Service Engineer & Workshop Supervisor; Providing Pymidol Training to Service & Parts staff
- Evaluated workshop performance for customer retention, CS & workshop profitability
- Conducted installation of workshop & parts operations as per requirement
- Managed service network planning & execution as per management direction
- Performed Bike Lift Utilization Analysis
- Audited workshops as per the prescribed format and conducted OJT on various points like inspection of vehicle at reception, preparation of job card & customer approach (estimation of time & cost)
- Coordinated & interacted with dealers regarding:
 - Training need identification of dealer's service staff & report to training department for action
 - Evaluation of trained & untrained mechanics (once in quarter)
 - Service activity review; planning & result follow-up– Yamaha Service Camp & Mobile Service Caravan
 - Review of previous Dealer Visit Report (DVR) and Minutes of Meeting (MOM)
- Reported to Head Office regarding:
 - Generation of reports like MI, Worst5 & PDI5
 - Dealer Pro-Service, Best Workshop & Parts Setup Completion Report
 - YSC/MSC Report
 - Dealer Workshop Performance Report
 - Customer Complaint Resolution Report
 - Consumer Forum Case Tracking & Report
 - Quality Campaign Report (Positive Service Campaign)
 - Field Service Engineer Tour Planning – monthly
- Tracked customer satisfaction through post-service feed-backs and improved customer contact through service & parts campaigns; implemented new & special schemes to gain customer loyalty and trust
- Charted out strategic service plan on an yearly basis depending on the customer's needs and company's vision

Highlights:

- Spearheaded Rural Project of Yamaha for increasing penetration of Yamaha in Rural Market to increase sales
- Managed rural activity at 21 dealerships - 16 in UP and 5 in MP
- Identified 140 hubs in 21 dealerships
- Implemented 175 PWOs (Private workshop owners)
- Administered retail of around 350 vehicles per month through reference sales from PWOs
- Appointed 15 part distributors & 45 retailers for ensuring availability of parts in Rural market
- Operated TCS (Time Committed Service) at 14 shops
- Mentored the team of 27 members
- Recognized as excellent performer and won trip to Australia in Apr'13
- Played a key role in improving dealer profitability by 38% over last year by reducing lead time
- Increased the CSI Index from 15% - 18% by developing dealer manpower to ensure proper customer service and proper implementation of all systems
- Appraised for:
 - Expanding dealer network by around 118% by developing new 12 dealers in the assigned territory
 - Establishing around 57 authorized service centers in rural belt

Nov'10–Jun'11 with Ford India Pvt. Ltd., Gurgaon as Regional Service Manager–North Highlights:

- Ensured:
 - CRC concern ratio remains below 0.5% & resolution score at 3 & above
 - Skill level of dealer manpower remains above 90% across the region
 - Vehicle Ageing (more than one day) to be less than 10% & supported by Cube Tops at all locations
 - Reduction of warranty cost
- Played a vital role in implementing quick service at various locations with more than 30 Repair Orders
- Successfully managed activities of various areas like Haryana, Rajasthan, Uttaranchal and few parts of UP like Bareilly, Meerut
- Sustained & enhanced quality care (Serv.) at various locations already certified (10% improvement in score from last FY)
- Recognized among Top 5 positions in JDP CSI survey across all JDP markets
- Appreciated for achieving CVP Net Promoter score of 50 across all workshops

Feb'07 – Nov'10 with Honda SIEL Car India Ltd., Greater NOIDA as Senior Executive – Service Planning Highlights:

- Undertook Peak Load Study & Study of pilot outlet and shared the result with President & Management
- Conducted:
 - Quick BP study and presented to management to initiate in various dealerships across PAN India
 - Various 2S set -ups
- Formulated new NJK Format regarding dealer monthly performance
- Achieved distinction in increasing the company's revenue by 17%
- Played a vital role in monitoring the implementation of:
 - BASC (Business Auxiliary service Charges)
 - Quick Service at 10 various locations
- Conducted final audit and starting operations; performed testing of products & equipment along with Hi-tech
- Managed Mystery Shopping & finalization of dealers and layout for 2S
- Prepared manual, JISUI & IDM (Inter-departmental Meet) with President



Previous Experience

May'03–Feb'07 with Bajaj Auto Ltd., Delhi as Assistant Manager Service **May'01–Apr'03 with Rajiv Automobiles, Delhi as Works Manager** **Sep'99–Apr'01 with RKS Motors, Hyderabad as Customer Care Manager**



Trainings Attended

- Managerial Training at Bajaj Auto Ltd.
- Various Technical Training Programs on different products
- Team Building Training Program at Honda
- TQM



Personal Details

Date of Birth: 1st February, 1976

Languages Known: English, Hindi & Telugu

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