

# Praveen Kumar

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## CORE COMPETENCIES

- Team Lead
- Business Development
- Institutional Sale
- Dealer Management
- Revenue & Profit
- New Product Introduction
- Go to Market
- Competitor Evaluation
- Localization

## PROFILE SUMMARY

- Over 16-years of experience in Sales & Business Development of Automobiles (4W & 3W), Agri Tractors & Motorcycle (2-wheeler) in diverse geographical locations – Africa-Angola, India- Delhi, Bihar, Jharkhand, Odisha, Chhattisgarh.
- Develop and implement sales strategies to increase revenue, market share, and customer satisfaction
- Appoint Strategic Business Partner in untapped market in different strategic locations
- Lead and manage a team of sales, service, spares and warehouse professionals, providing coaching and guidance to achieve goals.
- Collaborate with management and stake holders to ensure that initiatives are aligned with overall business objectives
- Conduct market research and analysis to stay abreast of industry trends and competitor activity
- Develop and maintain strong relationships with key customers and stakeholders

## PROFESSIONAL EXPERIENCE

### Jan 2025 to Present: Regional Branch/Business Head – Nigeria- Africa

#### Simba Group (TVS Motors), Nigeria

- Responsible for market development for 2W and 3W in 4 states of Nigeria based at Ibadan.
- Plan action for increasing business revenue by focusing on short- and long-term opportunities for vehicle and spare sales.
- Enter & generate business from all the sources of Dealer network, fleet owners, Micro financiers, And Park Chairman.
- Identify opportunities and develop relationships with Institutional and government buyers specially transport department, department of Industries.
- Keep watch on competitors MRP and continuous work on the strategic pricing of a product within the market.
- Created a strong brand equity amongst distributor/customers by offering incentives programs, retail finance & continuously fine-tuning customer support.
- Drive secondary retail through team of marketers for two wheelers, three wheelers, spare parts and oil, spread across states.

### Jan 2023 to Dec 2024 : Regional Manager – Angola- Africa

#### Noble Group Sa, Angola

- Responsible for market development for 2W and 3W in 17 provinces of Angola.
- Plan action for increasing business' revenue by focusing on short- and long-term opportunities for vehicle and spare sales.
- Enter & generate business from all the untapped/new markets by JV or partnering

- Identify opportunities and develop relationships with Institutional and government buyers
- Keep watch on competitors MRP and continuous work on the strategic pricing of a product within the market.
- Created a strong brand equity amongst distributor/customers by offering incentives programs, retail finance & continuously fine-tuning customer support
- Lead to ATL & BTL marketing activities (Launch, Digital Campaigns, Exhibition Participation, Customer Meet & Field Activities to increase retail sales & brand awareness)
- Steered diverse responsible including Sales, Business Development, Profitability, Channel Management, Strategy Planning, Product Management, New Product Introduction.

#### **Achievements**

- Increased vehicle sales by **50%** to average of **1500** units per month.
- Drove the spares sales which almost doubled and liquidated the old inventory.
- Aggressively expanded sales network from **15** to **35**.
- Successfully launched and established **3-wheeler** in Angola

#### **May 2016 to Dec 2022: Area Sales Manager – Bihar, Chattisgarh Mahindra & Mahindra Ltd, India**

- Responsible for vehicle Sales -Primary and Secondary, Business Development, Channel Management, Industry mapping.
- Responsible for BTL activation, Sales process, CRM and SOP implementation at dealerships.
- Lead the Area Office as product champion for **Bolero** and **Accessory Business**

#### **Achievements**

- Received Mahindra Excellence Award by CEO for exemplary contribution in **accessory business**
- Lead the Area Office to become the **No-1 in accessory** sales for FY'22
- Lead the dealership to become the **highest Scorpio seller in Fy'20**
- As Bolero champion, re-established sale in the state of Bihar.
- Achieved market share of **76% in fy'22** in my assigned territory.

#### **February 2013 to April 2016: Sr. Territory Manager – Bihar, India Hero Moto Corp, India**

- Responsible for 2-wheeler Sales, Rural Sales, Business Development, Channel Management, Product Management & Industry mapping.
- Responsible for market identification and secondary network development.
- Responsible for BTL activation, Sales process, CRM and SOP implementation at dealerships.

#### **Achievements**

- Achieved the highest motorcycle sales (**All India No-1**) continuously for 2 years.
- Increased the rural retail sales by 10% to **28%**.
- Improved market share in assigned territory **by 3% to 65%**
- Doubled the sale of scooters in rural areas formed (**Special Rural Task Force**)
- Established 2wheeler finance tie up with **Western Union Money Transfer**

**November 2010 to January 2013: RSM, Territory Manager – Bihar, India**

**Tata Motors Ltd, India**

- Responsible for vehicle Sales -Primary and Secondary, Business Development, Channel Management, Industry mapping.
- Responsible for BTL activation, Sales process, CRM and SOP implementation at dealerships.

**Achievements**

- Gained Market Share in hatch back segment from **7% to 12% (All India Highest)**
- Established sales process across all the dealership

**May 2009 to October 2010: Territory Manager – Bihar, Jharkhand, India**

**Hindustan Motors Ltd, India**

- Responsible for vehicle Sales -Primary and Secondary, Business Development, Channel Management, Government Sale and Institutional Sales
- Responsible for BTL activation, CRM and dealer development.

**Achievements**

- Re-established the sale of **Ambassador** in government of Bihar.
- Successfully launched **LCV -Winner** in Bihar and Jharkhand.
- Appointed dealerships in **Patna** and **Jamshedpur**.

**March 2007 to April 2009: MT, DAM –Jharkhand, Odisha, India**

**Force Motors Ltd, India**

- Responsible for vehicle Sales (4-wheeler and 3-wheeler) -Primary and Secondary, Business Development, Channel Management, Government Sale and Institutional Sales
- Responsible for BTL activation, CRM and dealer development.

**Achievements**

- Appointed dealership in Adityapur.
- Delivered **183** auto tippers to urban development department, government of Odisha.
- Established sale of Traveler to corporates and hospitals.

**ACADEMICS BACKGROUND**

- **2005-2007** - MBA in International Business from Birla Institute of Management Technology, New Delhi
- **2000-2003** - Bachelor of Arts-Geog(Hons) from University of Delhi, New Delhi
- **1997-1998** - Higher Secondary (12<sup>th</sup>-C.I.S.C. E) from R.P.S Residential Public School, Patna
- **1998-1999** - Senior Secondary (10<sup>th</sup>-I.C.S. E) from Don Bosco Academy, Patna

**HOBBIES**

- Watching Docu
- Reading Editorial
- Walking

**PERSONAL DETAILS**

- Date of Birth : 04<sup>th</sup> April 1983
- Status : Married
- Languages known : English, Hindi, Bengali, Portuguese