

## PR Krishnan

Flat No B-8/1 , Gera Emerald City , Baner, Pune 411045  
Mobile: +91 9552248381, Email:Krishnanr@live.com

**Seeking Leadership assignments in General Management/Sales and Marketing/ Business Development in a growth oriented organization of repute.**



### Core Competencies

- ✓ Value Driven decision Making
- ✓ Emotional Intelligence
- ✓ Project Management
- ✓ Strategic Planning
- ✓ Network Planning
- ✓ Sales and Marketing
- ✓ Business Development
- ✓ International Sales
- ✓ Product Launch/ Promotions
- ✓ Distribution Management
- ✓ Training & Development
- ✓ People Management

### Education

Diploma in Mechanical Engineering  
Directorate of Technical Education,  
Kerala

AMIE – Section B not completed

### Career Abstract

- ❑ An astute and result oriented professional with over 35 years of experience in sales and marketing operations, encompassing direct selling; dealer management, Import and Export procedures, client servicing, new product launches, Dealer personnel Training, retail distribution across sectors such as Tyres, Construction Equipment, Commercial Vehicles, Electric Vehicles
- ❑ **Currently working as Head Charging Infrastructure at Causis E Mobility Pvt Ltd. based in Pune**
- ❑ Strong business acumen with the ability to execute a wide range of marketing strategies to establish market presence and increase revenues and profitability.
- ❑ Quick learner – Using expertise to switch between various technologies like Tyres to Welding Equipment to Construction Equipment to Commercial Vehicles to Project management to Electric Vehicles.
- ❑ A proactive planner with expertise in market plan execution, key account management with skills in competitor/ market analysis.
- ❑ Extensive experience in networking with Dealers and Sub-dealers resulting in deeper market penetration and reach.
- ❑ Successful at building and leading world class sales and marketing teams for various organizations. Excel at building sales channel.
- ❑ Possess excellent team building, leadership, relationship management and analytical skills.
- ❑ Certified Trainer in Ashok Leyland for Product, Process and Soft Skills.

### Business Skills

- ➔ All facets of businesses like product management/ Sales/ Marketing /Service/ Parts/ Assembly/ Accounts
- ➔ Actively involved in business planning/ analysis for assessing the market potential in business opportunities.
- ➔ Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- ➔ Evaluating marketing budgets periodically including manpower planning initiatives & ensure adherence to planned expenses.
- ➔ Providing direction to execute promotions/launches, as a part of market development effort.
- ➔ Recruiting, training and providing guidance and support to the front-line team/ channel sales team through target setting and reviewing measures.
- ➔ Initiating/developing relationships with key decision makers for business development.
- ➔ Evolving market segmentation & penetration strategies to achieve targets. Developing marketing strategies to build consumer preference and drive volumes.
- ➔ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share.

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## Career Highlights

**April 2022 to Date- Working as Head – Charging Infrastructure for Causis E Mobility Pvt Ltd based out of Pune, Which is a Electric bus Manufacturer with vision of Nett Zero Emission.**

**January 2020 to April 2022- Worked as Consultant Special Projects at Automotive Manufacturers Pvt Ltd Hyderabad Which is a leading distributor of several Automotive brands.**

**June 2017 to October 2019 Worked as Asst General Manager ( Regional Head Role)for Ashok Leyland for East Africa based out of Nairobi- Kenya**

**June 2014 to June 2017 Worked as Divisional Manager- Sales for Ashok Leyland – Handling Sales of Commercial vehicles for Indias Largest Market of Mumbai.**

**June 2012- March 2014- worked as Head(DGM)- Marketing , Sales and Service for TATA International DLT I ([www.tildlt.com](http://www.tildlt.com)) TILDLT is pr TATA Enterprise and Indias largest manufacturer of Trailers and special Running gear, car and Truck chassis carrier.**

**June 2005- 2012 worked as Sr.Manager – Vehicle Sales with Ashok Leyland Ltd based out of Mumbai/ Pune/ Nagpur**

**Overall in charge of Operations across all segments LCV/ICV/M&HCV/Tractors and Tippers, Trucks and Buses**

**Achieving incremental market share against main competitor.**

**Achieving the retail and Offtake / delivery targets across all segments.**

### **Notable Contributions in Assignments held**

- ✓ Planned and Negotiated 12 Bus Depots of BEST and KDMT for Complete Charging and Maintenance infrastructure for Successful operation of 1000 nos of Electric Buses of both the major STUs Including Manpower planning for both operation and Maintenance
  - ✓ Spearheaded the growth graph of Automotive Manufacturers Pvt Ltd by adding 3 major brands and setting up the infrastructure and starting operations for Daimler, Hyundai Cars, Yokohama Tyres dealerships Besides expanding Ashok Leyland operations in state of Uttar Pradesh.
  - ✓ Multiple X Growth in Business with overall growth in the ecosystem which will ensure long term benefits.
  - ✓ Was instrumental in bagging several first time orders for the newly instituted Fully Built solutions range
  - ✓ Instrumental in setting up systems and processes for improving dealer efficiency and prospect tracking.
  - ✓ Strengthening and expanding the service network with identifying and appointing Ashok Leyland Authorised Service Centres (ALASC'S) and parts distributors.
  - ✓ Liasoning with Vehicle brokers, Financers Like ICICI, HDFC, Axis, Kotak Reliance Capital, their direct selling agents, vehicle body builders.
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## Previous Experiences

**Dec'1997-Apr '2005                      Larsen and Toubro Limited, Territory Manager- Earthmoving Equipment Business**

In charge of the state of Madhya Pradesh for sales and service of L & T – Case manufactured Backhoe loaders, Excavators, Vibratory compactors (soil and Tandem), Skid Steer loaders manufactured by Case Corporation, Marini Batch mixing plants and paver finisher and Pneumatic tyre roller manufactured by STA.

**May'1990-Dec'1997                      Larsen and Toubro Limited as Sales Executive/ Asst Manager**

Sales Executive of the Eutectic division of Larsen & Toubro Limited, Marketing of Welding Machines and consumables

**Apr'1987-May'1990                      MRF Ltd, Arkonam Plant as Maintenance Engineer**

Handling Shift maintenance activities of Rubber preparation, Tyre building and bias cutter

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## Personal Details

**Date of Birth: 28<sup>th</sup> March 1967**

**Languages known: English, Hindi, Malayalam, Tamil, Telugu and Marathi.**

**Hobbies: Reading technical magazines, Auto enthusiast, cricket and Current affairs.**

## **Key Personal Attributes**

- Ambitious
- Computer Literacy
- Aggressiveness
- Ability to work long hours
- Robust health
- Technical knowledge ( Automotive & Hydraulics)
- Ability to learn fast
- Excellent communicator

## **Training**

I have been trained in the following:

- Electric Vehicle Technology
- CRM/DMS - SAP for sales, service and parts module
- Negotiation skills
- Time management
- Achievement Motivation
- Creativity
- Presentation and Communication skills

In Ashok Leyland attended 10 day programme on Strengthening Marketing Effectiveness at T A Pai Management Institute, Manipal

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**Pune**

signed

7<sup>th</sup> July 2025

**P R Krishnan**