** RESUME**

**Subroto Roy**

**Mobile: 9616624255 / 9607760000**

**E mail: catchsubroto@gmail.com**

**Seeking Senior Management level (CEO /GROUP CEO/VP) assignment in a Automotive Company. Passenger Cars in business development, Sales & Service**

**Operations, channel development, Profit centre head, in a large organisation / automobile group, preferably in the Automobile/Automobile Allied Industry in India.**

**Professional Profile**

Automobile Industry professional with ***32 years*** of experience in Passenger cars in Sales, Service, Used Car &Business development. Associated with dealership of reputed brands like ***Mahindra, Hyundai, Volkswagen, Tata, Nissan, Fiat*** and others.

A result oriented professional with extensive experience in Automobile Dealership Sales & Service operations, Dealership development, Sales Management/Profit Centre / Fund Management / Process Management / HR Management / Training / Client servicing / Quality in the Automobile Industry**.**

Expert in setting up new Automobile Dealerships and Network expansion for Greenfield projects.

Excellent planner & strategist with proven abilities in accelerating business growth. Resourceful at maintaining business relationship with clients and customers to ensure highest satisfaction levels. Skilful at monitoring, & motivating the workforce to enhance their efficiencies & assist them to deliver quality services to clients.

Excellent relationship management, analytical & communication skills.

**Academic Credentials:**

**MA** (Ancient History) from Kanpur University

**Diploma in Mechanical Engineering** from Sanjay Gandhi Polytechnic,

Jagdishpur, Sultanpur in 1991

**Post Graduate Diploma in Business Management** from Agra University, Agra in 1995

Attended various training programmes for Business Development by Hyundai & Tata

**Core Competencies**

***Automobile dealership Operations – Business Management***

* Planning & implementing business strategy for Automobile Dealership development.
* Setting Goal and Targets for entire operations.
* Formulating and implementing sound marketing, advertising & CRM plans for lead generation.
* Budgeting & Cost control.
* Developing and improving business processes and systems.
* Interacting with media for PR management, advertising & brand building.
* Conducting internal Training for Business Managers.
* Interaction & relationship management with manufacturer’s representatives.
* Tracking Balance score cards to ensure maximum annual points and rewards.
* Accountability & reporting to top management for overall business growth and profitability.

**Fields of Experience**

***Sales& Service Operations***

* Setting Sales targets as per dealership and principal company requirements and planning.
* Conceptualising & implementing sales& service policies for the organisation.
* Deciding and monitoring pricing and discounting structure.
* Ordering & maintaining vehicle inventory and managing clearance of ageing stock.
* Planning and managing workshop operations and Spare parts & Accessories business.
* Monitoring used cars business.
* Tying up with banks for Vehicle retail finance& with Insurance companies.
* Planning and monitoring monthly ATL & BTL sales activities and interaction with media.
* Overseeing the complete sales operations and accountable for targets and profitability.
* Organizing Customer Meets for feedback and enhancing customer satisfaction.

***Team Management & Training***

* Supervising and monitoring the performance levels of the entire sales team based on JDP & SSI/CSI scores, identifying weak areas and implementing SOP to ensure superior customer service and achievement of sales targets.
* Organizing regular daily, monthly & periodic meetings & trainings for entire team for discussing current work issues and devising solutions for enhanced operations.
* HR management with employee retention and compensation planning for salary & incentives.

**Career Highlights**

***CEO ( Sales & Service )* SOMYA GROUP, Bhopal.**

**SOMYA Mahindra,**

**SOMYA Renault**

**SOMYA KIA**

Managing ***Mahindra & Mahindra*** Dealerships network in ***Bhopal***

Total ***11 Outlets*** , MAHINDRA ,RENAULT and KIA Dealership in Bhopal . Leading a team of ***900+ Employees***.

Dec., 2023 till date

**The Role:**

* Responsible for entire 3S operations of Mahindra and Renault.
* To manage, maintain, develop and expand the sales network.
* Target setting, Stock management, and Retail planning, advertising and sales management.
* To ensure business growth and improving market share.
* To appoint, lead, motivate and train the team.
* To identify, anticipate and act upon changing market trends due to competition.
* Ensure that all company policies and followed and maintained in Sales& service operations.
* Implementing monthly ATL & BTL Plan.
* Managing new product and variant launching.
* Inventory management and new vehicle ordering as per targets.
* Customer Satisfaction monitoring with direct feedback.
* Maintaining showroom and workshop standards as per company requirements.
* Achieving set targets for allied business-like Accessories, Finance, Insurance and Exchange.
* Report and interact with Mahindra officers & representatives and reporting to MD.

***Additional Director*  *BAFNA GROUP*, Mumbai, Pune & Nasik**

***Bafna Motors Pvt.Ltd.*** ( ***Tata Motors*** ) Dealerships at ***Pune*** and

***Panchavati Automobiles Pvt.,Ltd. (Hyundai Motors)*** dealerships at ***Nashik***

Managing Total ***10 business units***. Leading a team of ***1200+ Employees***.

October, 2018 to November, 2023.

**The Role:**

* Responsible for entire 3S operations of Tata and Hyundai at Mumbai , Pune & Nasik.

***Managing Director MITHILA GROUP ,* Mumbai**

***Mithila Hyundai***

***Mithila CNG Services Pvt. Ltd.***

***Mithila Electro Wheels Pvt.Ltd*.**

***Mithila Lubes Pvt. Ltd***

Managing 4 business verticals in MITHILA Group, Thane,Mumbai***.***

**November, 2016 to October 2018**

**The Role:**

* Responsible for entire 3S operations of Hyundai & Additional business operations of CNG, Electric vehicles and Lubes business.

***Group CEO RAJARSHI GROUP, Ahmedabad***

***Rajarshi Cars Pvt. Ltd.***,

Managing Sales & Service operations of **Hyundai**, **Nissan** and **Fiat 13** Dealerships of the group.

**February, 2010 to October, 2016**

**The Role:**

* Responsible for entire 3S operations of Hyundai, Nissan & Fiat dealerships in ***Ahmedabad, Vadodara, Surat, Rajkot & Bhavnagar in Gujarat.***

***General Manager , MGS GROUP Lucknow*** ***(* Feb. 1999 to March 2003**)

***CEO , Motor Sales Ltd. (*  April 2003 to January 2010**)

***Motor Sales Ltd.***

Managing Sales & Service operations of **Tata Motors** 3 Dealerships a of the group.

**The Role:**

* Responsible for entire 3S operations of **TATA MOTORS (PCD)** dealerships in ***Lucknow, Allahabad, Gorakhpur and 17 branches.***

**Earlier Assignments:**

I have also worked in reputed FMCG brands like ;

***Coca cola India,* Agra** as a ***Sales Manager*** in the year 1996 to 1999

***Hindustan Lever Ltd***. **Allahabad** as a ***Territory Sales Incharge*** in the year **1992**. to 1996

**Personal Note:**

Throughout my career I have maintained highest standards of integrity and professional ethics and always inspired my co-workers to set excellent standards of discipline, dedication to work and honesty.

**Personal Details**

**Date of Birth:** 2nd May,1966, Male, Married

**Permanent Address** : 475, Jasmin Tower, Gaur Sondryam, Noida Extention, NCR Delhi

**Current Address:** 514- Orchid, Ruchilife, Hoshangabad Road, Bhopal

**Languages Known**: English, Hindi, Bengali, Punjabi, Marathi and Gujarati

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