



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



Inter-personal



Team Management



Business Innovation



Leader



Business Acumen

Yamaha Motor India,

Nov'10–Jun'11

Jul'11–Jul'17

Since Aug'17

Ford India Pvt. Ltd., Gurgaon as
Regional Service Manager–North

DS e - Build, Faridabad as VP

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 – G M (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 Sael 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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