

Overview

- Result oriented Professional with extensive experience in leadership positions in Business Development and Aftermarket Sales for Lubricants, Automotive and Agricultural parts (engine valves, agriculture implements, commercial vehicles and tractor spares), across India and Export markets with P&L responsibility
- Provided strategic leadership for export growth opportunities and developed the strategy for Sales & Marketing, OEM relationship management, Dealer network development, Aftermarket & Product management, Channel and Institutional management, capitalizing on earning potential to deliver revenue and profit maximization
- Successfully developed both rural and urban markets, developed regional value propositions, spearheading new product launch, creating opportunities for revenue enhancement, in a highly competitive market environment
- Successfully led high performance teams ensuring increase in gross margin & net revenue contribution performance, higher ROI and sustainable revenue growth

Competencies

- Business Development ▪ Channel Development ▪ Key Account Management ▪ Product Management ▪ Competition bench marking ▪ Demand Forecasting & Planning ▪ Product Positioning and Pricing ▪ Go to market Strategy ▪ Exports
- Team management ▪ Customer Relation Management

Professional Experience

Hilton Valves Private Limited, Rajkot

Jan'2017 to date

Hilton Valves (IATF-16949 certified) manufactures engine valves for internal combustion engines

National Head- OEM, Aftermarket & Exports

Reporting to MD

Managing a team of 4 area managers, 4 Sr. executives, 2 sales coordinators, 1 manager store, heads of production, quality and accounts are also reporting administratively Spearheading the Aftermarket business for automotive engine valves for 2-wheeler, 3 -wheeler, passenger cars, and commercial vehicles, marine...

Managing 1 warehouse at our plant catering to PAN india requirements, total inventory is of Rs. 15 Mn (~400 SKUs) Handling business of Engine Valves- All India operations, and exports to Italy, Brazil, USA, Sri Lanka, Kenya, Nepal

- Develop the dealer/ distributor network- for sale to engine overhauling workshops PAN India
- Responsible for market expansion in India and overseas
- Develop companies/ partners who can promote export business, develop automotive OE customers
- Manage institutional sales from Indian auto parts companies who sell engine parts
- Developing the sales strategy and the annual business plans
- Daily follow-up with production Head to check production plan as per customer requirement
- Forecasting of Inventory, on monthly and 3 monthly basis
- Manage product promotion and new product launch
- Responsible for logistics, and ware-housing and transportation to clients / dealers
- Implement marketing programs, conduct mechanic meets, poster campaigns, social media campaigns

Achievements at Hilton Valves

- Generated 40% of total revenue which is Rs. 100 Mn per annum from engine overhauling workshops (after-market)
- Appointed 70 distributors/dealers apart from all OE customers, company had T.O of Rs. 50 Mn in 2017-18 and now it is Rs. 250 Mn
- In the process of entering the government segment – got our first order from BEML, Mysore
- Successfully expanded markets –East Zone, Kerala, Haryana in India and exports to USA, Brazil, Italy, Nepal, Sri Lanka (revenue Rs. ~70 Mn annually)
- Earlier production was based on plant capacity – changed it to market-based requirement and inventory control – resulted in inventory turnover of fast-moving parts for 30 days, medium for 3-5 months and slow moving for 6-9 months
- Managed to liquidate Inventory > 90 days and SLOBs
- Increased business by 400% in 7 years (from Rs.50 Mn to Rs.250 Mn)
- Earlier credit period was 60 days and now it is 30 days (with security cheques) and shifted to cash and carry with all newly appointed dealers
- Today Production capacity has doubled and the company is IATF-16949 certified

Key customers: India: Mahle, Rane Auto, Greaves, Simpson, DRIV, Usha International; Exports to Rio, Ivam, Sigma, Engine Parts Inc.

Jaycee Strips & Fasteners Private Limited, Amritsar**Nov'14 to Dec'16**

Company is manufacturing agriculture implements, Three Point Linkage sets, & attachments, brand name 'Jaycee'

General Manager-Sales

Reported to CEO

Handled business of Agriculture Implements and Tractor Spares thru Dealer network and Aftermarket PAN India

Products: Agri-machinery (rotavators) and Tractor linkages brand - Jaycee

- Developed dealers targeting the rural market, achieved a revenue of Rs.150 Mn PA
- Appointed new 25 aftermarket distributors
- Got approvals from each state government and sold the products thru government schemes
- Conducted farmer meets, van campaigns, field demo to introduce products to farmers - expanded the market across Punjab, Haryana, UP, Bihar, Gujarat
- Coordinated with R&D for regular improvement in products

Tirth Agro Technology Private Limited, Rajkot**Jan'12 to Nov'14**

Prominent Indian agricultural implements manufacturer under the brand "SHAKTIMAN"

National Head- Spare Parts

Reported to CSMO; managed a team of 50 sales staff and 10 back-end staff

- Handled PAN India sales operation for Shaktiman agricultural machinery spares
- Developed sales thru wholesalers and dealers in rural/ urban markets
- Managed 1 ware house serving PAN India operations, with inventory of ~50 Mn (1500 SKUs)
- Generated a revenue of Rs. 550 Mn PA with proper storage and packing; Company had ~55% share in machines
- Developed packaging of spare parts for branding and safety
- Developed ware house from scratch to well maintained store

Alpump Ltd., Chennai**Dec '07 to Dec '11**

A 100 % subsidiary of TAFE, an Amalgamation Group Company, is into the auto component business

National Head- Marketing

Reported to COO

Managed a team of 10 salespersons and 3 back end for rural / urban markets in India, Nepal & Sri Lanka

Products: Alpump automotive water pumps for cooling engines

Key customers: Tata, Ashok Leyland, Mahindra & Mahindra

- Developed 15 new dealers across India (revenue was Rs. 300 Mn for after-market), value of exports Rs. 15 Mn

International Tractors Ltd, Hoshiarpur**Senior Manager- Spares****Apr '06 to Nov '08****TAFE (Tractors and Farm Equipment Ltd.), Bhopal****Zonal Manager -Spares****Nov'03 to April'06****Nilkamal Plastics Limited, Mumbai****Branch Manager****Feb'99 to Nov'03**

Joined as Area Manager – Rajasthan, promoted to Branch Manager UP and then MP

Pennzoil India Limited**Area manager****Jan'95 to Feb'99**

Joined as Sales Officer North, promoted to Area Manager Rajasthan

TVS Motor Company, Bengaluru**Area Sales Officer****Nov'92 to Jan'95****Education**

Master in Business Administration Karnataka State Open University 2012

P.G. Diploma (Sales and Marketing) Bharatiya Vidya Bhawan, Bombay 1991

Graduate in Humanities (Psychology) Punjab University, Chandigarh 1989

Date of Birth: 6th August 1969

Languages Known: English, Hindi & Punjabi

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