

Bhagwan Jha

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Dynamic automotive sales and operations leader with 12+ years of experience in automobile sales, after-sales service, fleet management, and dealer expansion. Proven expertise in P&L management, revenue growth, digital transformation, and customer retention strategies. Adept at streamlining service operations, optimizing inventory, and implementing strategic business growth initiatives. **Recognized for achieving top industry awards** and driving operational excellence.

Key Achievements:

- Increased sales revenue by 170% at CARS24 and boosted franchise models.
- Expanded dealer network by 65% at OLX Autos, enhancing auction participation.
- Reduced maintenance costs by 25% at OLA Fleet Technologies, ensuring 90%+ uptime.
- Doubled service and parts revenue at EICHER TRUCKS & BUSES

WORK EXPERIENCE

TVS TRUCKS AND BUSES PRIVATE LIMITED • Greater Noida

02/2025 - Present

TVS Trucks and Buses Private Limited is a joint venture company formed between Ashok Leyland and TVS Mobility Private Ltd.

Cluster Service Head • Full-time

- Led multi-location service operations, optimizing dealer engagement and customer experience.
- Managed financial performance (Orders, Topline & Bottomline), ensuring consistent revenue growth.
- Developed digital service initiatives, enhancing process efficiency and customer satisfaction.
- Implemented robust cost-control measures, improving workshop productivity and reducing expenses.
- Supervised and mentored service teams, enhancing technical performance and operational output.

CARS24 • Patna

04/2023 - 02/2025

Indian multinational online used car marketplace.

Territory Manager • Full-time

- Boosted monthly sales by 170%, increasing revenue by 25% through strategic dealer engagement.
- Developed franchise models and collaborated with NBFCs, enhancing used car loan penetration.
- Optimized Repair TAT by 30% and streamlined yard operations, improving efficiency.
- Awarded 'Hub Hero' for top-tier sales and operational excellence

OLX Autos • Kolkata

05/2021 - 04/2023

Trading platforms for buying and selling second-hand cars

Territory Manager • Full-time

- Expanded dealer network by 65%, onboarding 300+ dealers for auction participation.
- Achieved 2.5x business growth via strategic customer acquisition and engagement.
- Optimized service operations, reducing vehicle repair TAT by 30%.
- Won Super City Contest & Sales JKQ Award twice for top-tier performance

OLA Fleet Technologies Pvt Ltd • Patna

08/2018 - 05/2021

India's largest mobility platform

Fleet Maintenance Manager • Full-time

- Managed a fleet of 950+ vehicles across four states, ensuring uptime above 90%.
- Reduced maintenance costs by 25% through vendor negotiations and efficiency measures.
- Collaborated with OEMs to streamline warranty claims and parts procurement.

VE Commercial Vehicles Ltd • Udaipur**10/2017 - 08/2018**

Joint venture between Volvo Group and Eicher Motors Limited

Service Manager - COCO • Full-time

- Doubled service and parts sales revenue through strategic service operations.
- Implemented process automation, enhancing customer service efficiency.

JK Tyres & Industries Ltd • Patna**03/2016 - 03/2017**

India's foremost tire manufacturer

Service Engineer • Full-time

- Provided technical diagnostics and service support for Bihar and Nepal to over 100 tire dealers.
- Reduced response time by 50%, enhancing service efficiency.

Ashok Leyland (Gulf Ashley Motor Ltd) • Ranchi**08/2014 - 03/2016**

An automotive company set up by Ashok Leyland Limited and Gulf Oil Ltd

Workshop Manager • Full-time

- Managed 4 branch operations, ensuring service excellence and cost optimization with 55+ technicians, improving productivity by 25%.

Bala & Sons Pvt Ltd • Jamshedpur**10/2011 - 08/2014**

A TATA Motors Authorized Dealer

TATA Motors Certified Workshop Manager • Full-time

- Supervised daily workshop operations, enhancing service quality and reducing TAT and improving service efficiency by 30%.

EDUCATION**MBA in International Business •** Alagappa University • Tamilnadu

06/2012 - 06/2014

Post Diploma in Automobile Engineering • AMIAE • Chennai

06/2004 - 06/2008

CERTIFICATIONS**Trainee - Agricultural implements**

Central Farm Machinery Training & Testing Institute (Govt of India)

Business and Workshop Management

National Institute of Technical teacher training and Research (Govt Of India)

AWARDS & SCHOLARSHIPS**Outstanding Performance - CARS24****Outstanding Performance - OLX Autos****SKILLS**

- **Sales & Business Growth:** Auction Operations, B2B, B2C, C2B, Dealer Network Growth, Dealer Solutions, Retail Operations, Used Car Sales
- **Service & Operations Management:** Automotive Service Management, Dealer & OEM Coordination, Field Service, Fleet Maintenance & Optimization, Fleet Operations, Vendor Negotiation & Onboarding, Workshop Operations
- **Financial & P&L Management:** Cost Control & Budgeting, Pricing Strategies, Profitability Enhancement, Revenue Forecasting
- **Customer & Dealer Engagement:** Auto Financing & Loan Processing, CRM Strategies, Customer Experience Optimization, Customer Retention Strategies, Key Account Management (KAM)
- **Process & Compliance:** Inventory Optimization, Process Standardization, Warranty & Returns Management, Workflow Automation