HARISH KUMAR RAJPUROHIT

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TRACTOR SALES & RETAIL FINANCE PROFESSIONAL

Strong track record of exceeding performance benchmarks throughout the career span



**EXECUTIVE PROFILE**

* Competent, diligent & result oriented professional, offering **24+ years** of exposure across Retail, Collection, Business Development, Commercial Operations, Client Relationship Management and Team Management.
* Capable of creating and developing strong relationship with channel partners – dealers, distributors, Financers to widen product distribution and deeper market penetration.
* Recognized as a proactive individual who can rapidly identify retail business problems, formulate plans, initiate change and implement effective business strategies in challenging environments.
* Deft in mapping business dynamics and realigning strategic and operational drivers to combat competitive forces & stay firmly afloat with impeccable track record of delivering superior performances under demanding work environments.

**Core Competencies**

Business Development **⯎** Client Relationship Management **⯎**Dealer Management **⯎** Commercial Operations **⯎**Team Management **⯎** Effective Communication Skills **⯎** Sharp Analytical Skills



**PROFESSIONAL EXPERIENCE:**

**ACE- ( ACTION CONSTRUCTION EQUIPMNT LTD )** **COMPLETED ONE NOTICE PERIOD** on 9th JAN 2020 from spearheading functions as RSM ( SH ) for ( tractor sales & marketing ) lastly assigned designation since July 25TH 2019.

**INDO FARM EQUIPMENT LTD**

**Deputy General Manager / State Head (Sales & Marketing) Dec 2017 to July 2019**

Manage to create new dealers in Maharashtra with the prefixed challenge of no manpower , no service support , no retail finance availability for the product , but successfully manage to drive the show in tractor sales and marketing , created 12 new dealers.

**INTERNATIONAL TRACTORS LIMITED - Dec-2012 – Nov -2017**

**Assistant General Manager (Commercial), Maharashtra**

* Fund planning / Financer wise business Plan/ Dlr Wise retail Planning.
* Monitor & regulate Dealer / stockiest funds in the form of BG/LC/CC/Own
* Play vital role in upgrade of key models with major financers to enhance funding.
* Week wise/month wise/quarter wise funds planning & forecasting
* Interaction & Follow up with field team for advance tracking, regulating RCT.
* Expert in liaising with tractor financers.
* Induct TA with major Financers during peak season to enhance business growth.
* Finance force management motivational & control, MIS reporting to HO.
* Reviews with state heads/Area Managers plan VS Actual.
* Bankers meeting for dealer’s retail support.
* Liquidation plan for old tractors stock at dealership.
* Timely training to Dealer / Dealer sales person through financier

**SIGNIFICANT ACHIVEMENT:**

* Upgrade the all Key models into A-Cat & revised funding with financers like HDFC, KMB, LTF.
* Turn the management focus towards NBFCs for faster retail which was earlier depended on MAGMA FIN CORP ONLY & enhance the business with all key financers like HDFC, LTF, and KMBL instead to depending on nationalize banks or co operatives Banks.
* Awarded by BEST ZCM during Annual conference in F13-14 for extensive drive with HDFC BANK for highest retail with the bank in PAN INDIA.
* Played a key role to bring LTF for price revision and funding enhancement on all key models which later converted with fresh MOU with ITL.
* Awarded by BEST ZCM for highest retail growth with LTF during Annual conference in F14-15 where MAHARASHTRA managed to enhance the retail count from 312 to 1910 counts.
* RCT reduced from 58 days to present 38 days.
* Creating a new mile stone with AXIS BANK , STATE BANK OF INDIA
* Played a key role to bring ICICI for MOU with ITL for retail finance (8 - March 2017 )

**India Bulls Financial Services LTD –DURATION – AUG 2006 TO SEP--2010**

**REGIONAL MANAGER COLLECTIONS**

PREVIOUS EXPERIENCE:

* India Bulls Financial Services LTD. (Delhi/ HR)- Regional Collection Manager Duration: From Aug 2006 to Sep- 2010.

Expertise in managing branch operations and implementing strategies towards enhancing market penetration, business volumes and growth with effective recovery rate of 95% in all pot.90 cases and other buckets.

* Managing the portfolio of 2500 cases in Delhi & ncr with the strong presence in market with effective team of 25 people in collection in the region, along with the four branch manager and two collection managers.
* Adeptness in customer service operations for rendering and achieving quality services with the ability to support and sustain a positive work environment that fosters team performance.

**Shri Ram Group Companies- Duration: From April 1996 to May-2006**

**SENIOR MANAGER MARKETTING**

* Managed to raise the level of performance of deposits from 1200 lacks to 2100 lacks.
* Managed to create a team of 96 agents in Rajasthan.
* Managed to explore new areas like SRIGANGANAGAR and collected deposit worth 230 lacks.
* Handled the deposit portfolio through agent’s network.
* Handled many sales promotion exercises in different areas of the state.
* Responsibilities included but not limited to, selling of bonds, Hire- purchase and financing of heavy vehicles.

**STERLING TREE MAGNUM INDIA LTD – DURATION MAY-1995 TO APRIL 1996**

**MARKETING EXECUTIVE** – selling the concept of Teak equity.

* **ACADEMIA**

**Bachelor of Arts, 1992**, From SGTB Khalsa College North Campus (Delhi University)



**Date of Birth**: 6th November 1971

**Languages Known**: English, Hindi, Rajasthani, Punjabi and other local Languages.

**Permanent Address**:

Village & Post- Panchota via Nawa City,

District-Nagour, Rajasthan–341509

**Date: 27 June 2020**

**Place: Pune (Harish Kumar Rajpurohit)**