

V.SATESH

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A BRIEF SYNOPSIS

A strategic new product developer & marketing on agriculture & construction equipment, with B.E., in Mechanical & an M.B.A in Marketing from India's top universities. With an excellent track record, during a career spanning over 20 years in India & abroad. In which responsibilities grew rapidly, leading to challenging leadership positions in strategizing, planning & managing under an extremely stressful environment with outstanding results.

Core Strengths:

- Strategic planning.
- Well conversant with CMV rules & ICT norms.
- Team management (Sales & service)
- Market research and Feasible study on new products.
- Parts Inventory Management
- Designing product & concept

ASSIGNMENT IN PROGRESS

Assistant General manager
Since Sep-2014 in Yanmar Coromandel Agrisolutions Pvt Ltd. Chennai

Career Progression in Yanmar Coromandel:

2018- Till now (Assistant General manager- Marketing)

2014- 2018 (Senior manager- New-Product planning)

Key Deliverables:

- **Encompass the marketing strategies:**

Establish positioning, identify target zones, and develop marketing plans with specific objectives across different channels and segments.

Dominated 75% of the market share in the agriculture equipment business in AP & TS market.

- **New product development:**

Product feasibility study & ensure maximum performance standard to the customer as per government norms to entitle in to the subsidy list.

- **Establishing ideal service department in all regions.**

Organization (setup) - Enable top management to understand the role and responsibilities of service department.

Manpower - Provide appropriate staffing and continuous training for

- a) Dealer development - Ensure good relationship with dealers.
- b) Warranty handling - Ensure customer satisfaction.
- c) Parts Inventory - Facilitate demand generating activities like providing schemes, arranging customer meet etc.,
- d) Market quality assurance for continuous improvement.

- **Establishing Agri-support centers as per Yanmar policy in all regions.**

To build customer confidence level on Yanmar products & services.

Scheduling FMS activities to develop entrepreneurs.

- **Market intelligence:**

Investigation & analysis of competitor data.

Notable attainments:

- Tested & commercialized Rice-Transplanters (4 row, 6 row 7 row & 8 row). RT 9 row & Combine harvester are under testing as per Govt norms.
- Established Agri support centers in AP, TN & OD (West Bengal under progress).
- Spare parts sales achieved as per the target given by management.
- CEM India- Abstract submission (Paper presented on off- road agriculture equipment's & intensity of emission)

PREVIOUS ASSIGNMENTS

Senior Manager

Yanmar India Private Limited as a Manager- Agri support- Noida, UP

Career Progression in Yanmar India:

2014- Senior Manager (New Product Planning)- Transferred to Yanmar Coromandel.

2012-2014- (Manager- Customer Support & Development)

2009- 2012 (Assistant Manager- Product development)

Key deliverables:

- After sales service & spare parts support to Yanmar OEM'S in all regions for Industrial, constructional agricultural & marine application engines.
- Customer support for Yanmar agriculture machineries (Rice transplanter , Power Tiller & Mini tractors)
Made a strategy for TF/CY –HDE in different application like, thresher, shrimp farming, Power tiller, and In-board & Out-board fishing boat.

- Homologation (Getting certification for Yanmar Agri & Industrial Engine products to launch in India).
- Supported Agriculture department by liaising with government officials to entitle in the subsidy list.

Notable attainments:

- Tested Emission certification (CMVR) & MPS (ICT) for more than 10 different model engines with different application. (Tractor, Power Tiller, Power weeder , Genset & Transplanters)

Manager
Southern Agro Engine Private limited – Chennai, TN

Career Progression in Southern Agro:

2005-2009- (Manager- After sales & Service)

2003- 2005 (Design & Development Engineer)

Key deliverables:

- Design & development engineer for agri equipment's. (Pump sets, Power Tiller, Weeder, Transplanter & attachments)
- After sales service manager for Power tiller, Rice transplanter & Power weeder.
- Homologation (Getting certification for agri products which includes CMVR, ICT & Type approval).
- Liaising with government officials for enrolment in the subsidy list.

Notable attainments:

- Developed & launched indigenize power tiller as per Indian field condition which is successfully operating in the field.
- Taken in to deputation in Siam Kubota R&D department to launch NCS power tiller in Indian Market.

Entrepreneur
May-2000 to April-2003: M/s.Vilax Fluid Mech, TS,

As an entrepreneur, taken sub-contract with Rane Engine valves and did good business which involves machining work (Centreless grinding, threading valves, cutting & deburring).

Notable attainment:

As a young entrepreneur, awarded 2 times for maintaining the quality & time management.

ACADEMIC CREDENTIALS

2007	Master of Business Administration – Marketing, Madras University
1999	Bachelor of engineering – Mechanical Engineering from Sri Ram Engineering College.
1996	Diploma in Mechanical Engineering from Sri Nallalaghu Polytechnic, Puzhal, Chennai
1993	Secondary School Leaving Certificate from Don Bosco Higher Secondary School, Chennai.

TECHNICAL SKILLS

Concepts	: Operating Systems, CAD/CAM, Robotic systems
Management Tool	: ERP Knowledge in Material Management

Computer Proficiency:

Operating System	: Windows 8/10
Languages	: C, C++ and Java.

PERSONAL DETAILS

Date of Birth	: 24 th March-1977
Father's name	: G.veeraragavan
Address	: Poomalai Housing, Plot No.423, Door No.3/5, F2- 7 th East Street, Kamaraj Nagar, Thiruvannamipur, Chennai-41.
Languages Known	: English, Tamil, Telugu & Hindi
Location Preference	: Chennai