

# Vadivelan Ranganathan

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## PROFESSIONAL SUMMARY

- [1] 16+ years of progressive After Market Sales and Marketing experience in automobile spare parts with almost all the segments.
- [2] Products Handled: SRMT King pin units, Propeller shaft components, SPICER/SVL Drive Shafts, Axle Parts, Clutch Parts & Passenger Car Segment Spares like CV Joints, Disc Rotor & Brake Pads.
- [3] Possess written and verbal communication skills (To write, speak, read Tamil & English)
- [4] Good in business development skills, direct and indirect sales, customer loyalty and end user relationship building.
- [5] Preparing Sales Budget, New product development proposal, Product scheme proposal.
- [6] Building customer relationship through understanding their needs and satisfy them in marketing aspects.
- [7] Planning & Driving Man Powers. Ability to handle multiple tasks with reasonable timing for making right decisions.
- [8] Familiar with basic operating systems like MS Word, Excel, PPT and internet.
- [9] Seeking always higher responsibility and business growth.

## WORK HISTORY

**Dana Anand India Pvt Limited(Spicer)** Chennai, Tamilnadu  
Asst Manager | 02/2017 - Current

- Responsible for Tamil Nadu for After Market Sales.
- Sales budget achievements.
- Distributor target setting & proposal.

## SKILLS

- Parts Intend.
- Business development.
- Product promotion.
- Pulling new parts sales.
- Setting target & proposal.
- Demand generation.
- Building customer relationship.
- Maintaining end user relationship.
- New products development proposal.
- Analyzing market demand, potential.
- Tapping new areas for new business opportunity.
- Planning & Driving man powers.

## EDUCATION

**Alagappa University**

MBA (Personnel)

**Madras University**

B.Sc (Maths)

- Visiting secondary market with distributor field staff for business development.
- New product development proposal with market study.
- Understanding customer & consumer needs towards satisfaction.
- Price study, competitor activities.
- Maintaining sales data for analyzing.
- Finding untapped areas for new business opportunity.
- Sales plan for new developed products.
- Sales Intend.
- Quality, Logistics, Accounts related issues.
- Driving Distributor's field staff with frequent touch & periodical meetings.
- Periodical Sales Review with Distributor.
- Part no wise Sales review, analyzing.
- Conducting mechanic / retailer's meet, van campaigns for product promotion.
- Controlling OD as per company norms.
- Drive MSR activities towards demand generation.
- Giving solution to customers on their business queries.
- Conducting meeting with customer's directors / managers / field staffs / branch managers towards business developments.
- Finding untapped areas / retailer and informing the same with distributors.
- Appointing product wise channel partners in accordance with market potential and sales budgets.
- Updating new products availability with channel partners, retailers and mechanics.
- Updating daily visit through online reports.
- Demand Generation Management.
- Secondary Sales Management.
- Retailer, End user Data Management for HCV, MCV,SCV,LCV & Passenger Car Segments.
- Tent campaigns as per business requirements.
- Reporting new products developments from market source.
- Done all marketing activities like coupon collection, issuing gifts, fitment follow-up with mechanics as well as retailers.
- Achievement: Products sales increased by 35% within 4 years
- Achievement: Got Sales Incentive Appreciation Trip to Macau on 2018, Istanbul on 2019 & Goa on 2020.

**SRMT LTD.** Chennai, Tamilnadu

*Sales representative | 12/2004 - 01/2017*

- Responsible for Vellore (Apr'16-Jan'17) for After Market Sales.
- Responsible for Salem (Apr'11-Mar'16) for After Market Sales.
- Responsible for Trichy (Dec'04-Mar'11) for After Market Sales.
- Order Management, Payment Collection Management.
- Sales Management, Demand Generation Management.
- Understanding competitors' price, sales strategy.
- To travel for finding sales gap, untapped markets.
- Informing new product arrival into market to the company.
- Periodical market visit to make demand generation to increase sales.
- Collecting promotion coupons from garages, lathe workshop.
- Achievement: Achieved 50% sales growth in these periods.

### ***PERSONAL DETAILS***

Father's name : V.Ranganathan

DOB : 10th June 1978

Marital status: Married

Employment status: Full time

Passport no: R7299847

#### **Declaration:**

I hereby confirm you that the details furnished above are correct to the best of my knowledge.

**R.Vadivelan**

**Chennai.**