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V.ANAND

PROFILE

A Sales & Marketing professional with over 37 years of experience in the areas of Direct Marketing, Industrial Marketing, Business Development, Channel Sales, Exports, Strategic Planning, Sales Planning & Supply Chain Management/Finished Vehicle Logistics with two world-renowned Auto Majors.

EDUCATION

PGDM (Part-Time)	Faculty of Management Studies, FMS-Delhi University.	1990- 1992	68.5%
PGDBA(Part-Time)	St. Joseph's College of Business Administration, Bangalore. International Federation of Catholic Universities.	1984-1985	78%
BE (Hons.) Mechanical (5 Year Full-Time program)	College of Engineering Guindy University of Madras Chennai.	1997- 1982	81%
PUC (Pre University Course) (One Year) Full Time	New College, University of Madras Chennai.	1996-1997	77%
S S L C (Secondary School Leaving Certificate) 11 th Std.	Besant Theosophical High School, Chennai.	1976	70%

Total Work Experience- 37 Years

- **Independent Logistics Consultant & Subject Matter Expert** ([Since 1st July 2019 - present](#))
Developing Study Material for NSDC (National Skill development Council) on Land Transportation through Logistics Skill Council, Chennai.

- **Hyundai Motor India Ltd -21 yrs+ (May 1998 ~ 30 June 2019)**
Superannuated on 30th Jun' 19 (after getting a one-year extension)
- **Tata Engineering & Locomotive Co. Ltd. (Presently Tata Motors)**
(Construction Equipment Business Unit) - 16 yrs. (July 1982-Apr 1998)

Last Designation: Sr.General Manager - Department Head (Sales Logistics), **Hyundai Motors**.
Responsible for handling the entire **Finished Vehicle Logistics** including PDI, for the Domestic (Pan India) & Export Sectors with a business plan of over 7.5 lac cars/annum.

Professional Experience & Accomplishments

Name Of the Organization	Tata Engineering & Locomotive Co. Ltd. (Presently Tata Motors)
Period	July 1982 ~ April 1998
Responsibilities	<p>Joined the Company's Jamshedpur Plant as a Graduate Trainee Engineer (GET) & after completing the training at the Jamshedpur plant, after that absorbed in the Sales & Marketing division of the Construction Equipment business unit.</p> <p>Worked in the Regional Offices located at Bangalore, Delhi & Chennai in various capacities & progressed to the level of a Deputy Manager.</p> <p>Actively involved in the direct Marketing & Sales of Industrial Products such as the entire range of Earth Moving & Construction machinery covering Crawler & Tyre mounted cranes, Clamshells, Hydraulic excavators, Wheel loaders, Backhoe loaders etc. to a variety of clients in various sectors, including Government, in the Southern & Northern Regions.</p> <p>Well versed in all technical/commercial aspects & handled several tenders both in the Domestic sector & against International Competitive bidding.</p> <p>Pre Tender Selling, Negotiating, and Post tender follow up to convince the DMU was my forte. Nurturing Key Account holders and building strong relationships for business development was another area where I excelled.</p> <p>Was last in charge of the Chennai Regional Office, leading a team of Sales, Service & Parts personnel & responsible for Customer Satisfaction.</p>

Achievements	<p>I have contributed to significantly enhancing the overall Growth & Market Share, both in the Southern & Northern Regions for TELCO.</p> <p>Established benchmarks in terms of Price realization for others in the Company & rival firms to follow.</p> <p>I have demonstrated abilities in accelerating growth with Corporates & Key accounts, by nurturing them, ensuring high loyalty & increase of both CSI & SSI scores.</p> <p>Recipient of Cash Awards for Superior Performance for 3 Consecutive years 94-95, 95-96, & 96-97.</p>
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Name Of the Organization	Hyundai Motors India Limited
Period	May 1998 ~ June 2019
Responsibilities	<p>Joined HMIL as a Regional Sales Manager (1998~2001) (Southern Region) Covering the states of AP, TN, Karnataka & Kerala. Managing the entire operations of the Sales Team and achieving the targets set each month.</p> <p>Was responsible for Identifying key accounts, market segments and developing new markets through an organized dealer development plan.</p> <p>Monitoring competitor activities and generate counter strategies</p> <p>Planning and organizing promotional events like new product launches, customer and financier meet, rallies etc.</p> <p>Responsible for attending and resolving customer/Dealer complaints amicably.</p> <p>Was actively coordinating with various NBFC's/Banks for arranging a line of credit (Trade Advance) for dealers and having targeted various finance schemes in South.</p> <p>Conducting dealer audits to check for conformance with laid out standards /systems.</p> <p>Marketing and handling the entire activities of Export Logistics (2001~2004) of Hyundai Cars to various</p>

	<p>countries like EU, Mexico, Colombia, Jordan, Algeria, Morocco, Indonesia, Mauritius, Sri Lanka, Bangladesh, Bhutan & Nepal</p> <p>Our Team successfully exported over 35,00,000 cars through Pure car carriers (PCC)/PCTC, Containers & by Closed trucks, when transported by Road.</p> <p>Responsible for the Contract Review and execution of all Export Orders received.</p> <p>Maintained a close liaison with all Top executives of Chennai Port for creating a suitable car Terminal and necessary infrastructure to facilitate Exports.</p> <p>Responsible for Export Documentation and timely collection of Payments from global Distributors under the Letter of Credit Mechanism.</p> <p>Moved to Strategic Planning (2004~2005) & involved in Market Share Analysis, Production/sales Coordination, Sales Planning- Annual/Monthly- Business/Operation Plans, Designing Sales Promotion Schemes, Dealer Development Plans, Capacity Expansion and Gap Analysis in Various Systems/Processes etc.</p> <p>Handled Domestic Logistics from (2006-07) Pan India operations and after that responsible for both Domestic & Export Logistics (Finished Vehicle Logistics) since April 2008 & accountable for managing the Pre Delivery Inspection (PDI), Pass Ratio analysis & Quality Feedback to Production, Finished cars logistics including billing & dispatch. I was involved in the handling of Critical insurance Claims. Route analysis & Freight Fixation. 3P/L Coordination. Trend analysis & inputs to Sales Planning. Inventory/Yard Management and Strategy for disposal of ageing cars. Handling the exports to over 110 countries mainly through Ro-Ro vessels spread over Europe, Central and Latin America, Africa, the Middle East and Asia. Also overseeing CKD & DKD Operations by Containers to Specific countries like Vietnam, Algeria, Philippines, Sudan, Turkey & Korea</p>
Achievements	<p>I have contributed significantly to enhancing the overall Growth & Market Share in the Southern Region.</p> <p>Was actively involved in setting up each of the initial 24</p>

	<p>dealers in the Southern Region.</p> <p>Made available the required infrastructure at Chennai Port to handle Car Exports efficiently and also negotiated an MOU until 2018 with concessions in cargo & Vessel related charges. More recently negotiated an MOU in 2018 with the Chennai Port until 2028 that with significantly better commercial terms.</p> <p>Lately handled dispatches of around 65,000 cars/month covering domestic and Export markets with tight control on logistic costs.</p> <p>Established service level agreements for many LSP & Lead Logistics Providers. (3PL)</p> <p>Established SOP for the order to delivery process with timelines. (OTD)</p> <p>Pioneered the first-ever Domestic Coastal Shipment of 800 Finished cars through Ro-Ro Vessels-Green Logistics successfully executed to Gujarat in Feb 2016. Pioneered & sustained movement of over 15,000 Finished Hyundai Cars from Chennai into Gujarat and NCR region through the coastal mode of shipping in 2017-18 with great collaborative efforts of other OEM's in South.</p> <p>Was acknowledged to be a valued contributor to crucial strategic initiatives right from conceptualization to facilitating the implementation in a real-time environment.</p> <p>Strong business acumen with skills to remain on the cutting edge, drive new business through conceptualization strategies, augmenting and streamlining channel networks, implementing product promotions etc.</p> <p>Performance-driven, Analytical, Result oriented, Eye for detail, planned approach, abilities in driving motivated teams in achieving organizational goals through good Interpersonal communication.</p> <p>Was elected as the co-chairman of the SIAM Logistics group & an active member at the CII Logistics group to develop the Automotive Logistics in India benefiting all OEM's.</p> <p>Took active interest as a participant & later as Co-Chairman at the MCCI Expert Logistics sub group.</p>
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	<p>Was an active Speaker at many of the Logistic conferences hosted by CII & Automotive Logistics UK in India.</p> <p>Was awarded a Certificate of Appreciation for Cost Savings in logistics by HMIL.</p> <p>Won the Managerial Excellence award on 2nd Jan 2013 for outstanding contribution during CY 2012 among all Senior Managers in the company.</p> <p>Elevated to the designation of Senior General Manager wef 1st Apr 2013.</p> <p>Awarded the promising Leadership for core values in the year 2013.</p> <p>Awarded the People's Award in 2015, 2016 & 2017 for Excellent People-Centric Leadership.</p> <p>Won the exclusive MD's Club award for 2016 for an Outstanding contribution, Innovation and Cost Savings in CY 2016 along with a cash award of 4 lakhs.</p> <p>Awarded the IndyWood Maritime award for professional Excellence in 2016</p> <p>Won the Outstanding achievement of the year for promoting Coastal Shipment of Finished cars for the years 2016 & 2017 from India Sea Trade.</p> <p>Won the individual Core Value award in HMIL for the category "Customer" in 2018</p> <p>Awarded for implementing Best safety practices in HMIL during Jan'19.</p>
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Key Training Programs Attended

Hyundai Motor Company, Ulsan Plant, South Korea.	Manufacturing Engineering & Corporate Division
IIM Kolkatta	<p>1. Management Development Program on improving communication & Interpersonal Effectiveness.</p> <p>2. Leadership & Team Building</p>
Administrative Staff College of India, Hyderabad	Professional Sales Management for Industrial Products.
Aptech, Chennai	MS Office & Internet Applications.

PERSONAL DETAILS

Father's Name: Late Lt. Col. T. A. Venkateswaran

Date of Birth: 7th Jun 1960.

Sex : Male

Languages Known: English, Hindi, Tamil

Nationality: Indian (Passport No: **L5779141**)

Marital Status: Married.

V.Anand

PLACE: CHENNAI

DATE: 01/06/2021