

# G. VEERARAGHAVAN

Mobile: +91 9910421199

Email – raghavan75@yahoo.com



## **PROFESSIONAL DIGEST**

Dedicated Marketing Specialist with experience of more than 15 years in the field of Marketing and Sales in the areas of Original Equipment Manufacturers (OEM) Marketing, Business Development and Key Account activities in direct Automobile Industries, Automotive, Agricultural Tractors & Equipments.

Sales Management - selling of Passenger cars, Light Commercial Vehicles, Sports/multi Utility Vehicles, Heavy Commercial Vehicles, after sales, OEM spares market, planning and executing the targeted sales. Proficient in developing new business and managing sales & service operations, Maintaining Customer Delight & achieving projected Management Objectives of an effective Communicator with Management and working along with a team of marketing cum field sales executives across the allocated area.

## **CORE COMPETENCIES**

- |                                      |                          |                                                         |
|--------------------------------------|--------------------------|---------------------------------------------------------|
| - Sales Management                   | - Team Management        | - Teamwork                                              |
| - Area Planning                      | - Demand Generation      | - Key Account Management                                |
| - Pipeline Management                | - Goal Achievement       | - Continuous Learning                                   |
| - Technical Sales (Pre-/ Post-Sales) | - Forecasting            | - Resource Management                                   |
| - Supply Chain Management            | - Innovation             | - Strong Performance Bias                               |
| - Margin Management                  | - Decision Making        | - Long term agreements                                  |
| - Monitoring stock Management        | - Achieving Monthly KPIs | - Monitoring customer's performance as per monthly plan |

## **PROFESSIONAL EXPERIENCE**

Presently working in **JM FRICTECH INDIA PVT. LTD., (JMI) Sriperambudur**, Chennai is a single largest Manufacturers of OIB( Wet Brake )& Wet Clutch System with its Hydraulic actuation parts.

### **DEPUTY MANAGER – MARKETING (Key Account Manager M & M)**

August 2015 – To till date

(Faridabad, Noida, Uttarakhand, Baroda, Rajkot, Jaipur till 2018 and back to Head office - Chennai)

Parts and Factory line supply of leading brands like **ESCORTS, CNH, MAHINDRA & MAHINDRA, KUBOTA & JCB** with comprehensive exposure to various M&M Farm Tractor Equipment Sales Division Tractor's Brake Assembly supply, Reverse & forward Clutch assemblies, Hydraulic Actuator Assemblies related to Tractor brake Parts, **OEM Factory Line Supply Chain Management**, Customer Value Management, warehouse Stock Monitoring Cum OE Schedule Adherence, Ageing Stock Controlling Planning, Preparing, Sharing Month's Production Plan. Monitoring Mandatory Minimum warehouse stock as per Customer agreed terms

**BEING A Tire One-OEM SUPPLY CHAIN ACTIVITIES-routine keyrole**

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- ❖ Forecasting & managing sales(out bound)
- ❖ Managing / controlling receivable stock/managing inward from Monthly production plan
- ❖ Managing stock across the outward billing supply chain
- ❖ Managing and analyzing the sales ( billing) trend / customer schedule wise / compare
- ❖ With the sales vs billing adherence.,
- ❖ Plan further period's balance from reeivable From production
- ❖ If required scalate variance to head production & sales head
- ❖ Confirming daily saes billing plan based on respective the month's & annual sales schedule.
- ❖ Monitoring Daily / weekly/ reviews firmly as er schedule and Dispatch control accheaving
- ❖ The sales and the customer's respective fixed S O B Targets
- ❖ Ensuring Timely Delivery of Parts at Customer end continuously / Monitoring the daiy movement
- ❖ Material Both inhouse and at customer end.
- ❖ Addressing critical issues thorough indepth analysis and Timely Escalation reviewing
- ❖ The Pipe line Systematically
- ❖ Ensuring availability of agreed warehouse Stock at customer End Through Monitoring
- ❖ And timely intervention as required.
- ❖ Effectively coordinating with ogistics partners to confirm/ adhere timely parts get delivered at customer end.
- ❖ Provide necessary Training to sales coordination Team for preparing Advance Shipment Document Note/Numbers
- ❖ Ensuring GST / ASN NUMBER'S Mentioned in invoices for smooth passing
- ❖ Managing receivables and leverage the report with customer to ensure collection on time.
- ❖ Collecting outstanding overdue by following appropriate escalation process with customer
- ❖ Establishing/ maintain lean system continuously controlling ageing parts across warehouse
- ❖ Inbound locations.
- ❖ Controlling / monitoring critical parts premium fright through continues monitoring of
- ❖ Collaboration with production planning Control team
- ❖ Ensuring/ tagging absolute parts are not if left out/stocked Disposed of as per the Organizational Procedures.(keeping QA /PDI In Internal circular Disposal Note
- ❖ For Clearance/ Approval / scrap/ recycle.)
- ❖ If required escalating/ appealing higher officials for additional 3P logistics warehouse at Strategic Location to fulfill/ strengthen / satisfy/VAS To support Customer delight.
- ❖ Objectives to Support smoother Business forever.

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**MAK CLEAN AIR SYSTEMS (P) LTD., Hyderabad** is a reputed Manufacturer, Supplier of Clean Room, Wall Panel, Ceiling Panel & Medical Equipment's. (SHOWER BOOTH, Laminators, pass Boxes, Lab Utility Fabricated Stainless Steel Equipment.

## **BUSINESS DEVELOPMENT – PROJECTS**

**Videocon-Manamadurai Mobile Phone/ home Appliances - Manufacturing Unit.**

**Job Location : (Chennai/ hydrabad)**

January 2014 – July 2015

Sales - Turnkey projects, Clean room Tech Facilitation & Maintenance, Air Handling Systems and electric lightings, Utility works related to Labs and Biomedicine firms and Customer Support and in Backend Operations.

**GENIX AUTOMATION PVT. LTD., Pune** is a leading Manufacturers, Total Automotive Solution Provider for Automobile Industries (OEM), and Specialized for ASRVS, Supplier of Robotic Glass Gluing Systems, Master in Jigs & Fixtures and Spring Compression System. Visit

## **MARKETING CONSULTANT - AUTOMATION**

**Job Location : Chennai/Pune- Akurdi)**

January 2011 – December 2013

Holding weekly project updating between project-status with execution team and customers, setting sales targets for team, Marketing automation related solutions, serviceable sales, Facilitating automated robotic solutions, equipment and commissioning, Handling fabrication works & Utility works operation for OEM customers like Tata Motors, Ford, Renault Nissan Automotive India Ltd.

**ALPUMP LIMITED, Chennai (Unit of TAFE Group)** is a Manufacturer of Water Pump & Oil Pump related to Heavy Commercial Engines and Tractor Engines, Power –Gen-sets, Automotive/Marine Engine Components.

**ASSISTANT MANAGER – O.E. MARKETING**

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November 2008 – December 2010

Chennai based OE – equipment manufacturer of leading provider of Automobile Spare Parts & Equipment.

Coordinate with business development and marketing managers to drive growth and for Operator and OEM channels, Ensuring proper credit checks were completed on OEM's Maintaining Updated P.O records with Period Price Amendment Summary updated date and accurate, Analyze and identifying New Business opportunities to secure new businesses from OEM customer base and optimize profit and increase revenues, Design and implement new strategies to drive business growth in assigned sales market, Administer entire sales process identify target customers, push sales and complete sale process to manage OEM Sales, **Handling OEMs i.e. Ashok Leyland, Lucas-Tvs, Force Motors, M&M, Tata Motors (Pune) & VST Tillers and Tractors Ltd.**, Supply chain management, Controlling field MSR and reporting to General Manager, After market field sales support and promotion campaigns, Updating Sales Plan collection Plan Statements from Aftermarket team, Customer Support and in Backend Operations related to service and quality complaints, Handling Kan Ban system follow-ups with Production to OEM Assembly line.

**RANE (MADRAS) LTD., Chennai** is involved in the reputed automotive OEM manufacturer of steering and suspension systems.

## **SENIOR EXECUTIVE - MARKETING**

**Job Location : Pune**

Sep 2006 - Oct 2008

Provide an interface with senior management and junior staff regarding value based product proposal and marketing to ensure optimized OEM Sales, Supply chain management, Supervise and provide training to all sales personnel to achieve company profit generation targets, Participate in innovative projects to enhance sales proposal process, Identify new markets to widen market base for enhanced revenue and profit generation, Involve in direct customer negotiations in association with sales directors, Analyze markets to obtain latest trends, customer needs, competitors' position and depth of customer base to re-design marketing strategy. Developing and implementing Annual Business Plans. Participating In Plant Warranty Claim Analysis Meeting and Handling Claim Objection Related Meetings to Maintain Overall –CSS SCORE

## **GENERAL MOTORS LTD., Mumbai**

**Sales & Service Dealer of PCD cum SUV**

## **SALES CONSULTANT - CORPORATE**

**Job Location : Jogeshwari, Mumbai**

August 2005 – August 2006

Bharati Automobiles is an Authorized Dealer for General Motor Passenger Car Sales cum Sports Utility Vehicles, Sales and Service Provider.

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Work assigned for Selling of passenger car, SUVs, LCV, Vehicles, Assist in setting up the sales lot or showroom floor for promotions and put new models on display. Work with marketing team to grow our customer base. Assessing /facilitating customers' needs and requirements, understanding their interest and concerns, helping hesitant customers to Reach comfort to close positive decision and closing sales. Reporting Regional Sales Manager(General Motors).

**TATA MOTORS LTD., Mumbai**  
**Sales & Service Dealer of PCD cum SUV**

## **CUSTOMER RELATIONS – SHOWROOM SALES**

**Job Location : Kandivli East, Mumbai**

April 2002 – July 2005

Om-Sai Automobiles is an Authorized Dealer for Tata Motors - Passenger Car Sales and Light Commercial Vehicles, Sales and Service Provider.

Selling of Passenger Car of Tata Motors and SUVs, LCV, Vehicles in showroom. Conducting showroom appointments, handling telephone inquiries and proposal generation. Understanding customer needs and application of effective selling strategies and techniques. Build and Maintaining profitable relationships with key customers. Resolve customer complaints quickly and efficiently. Keep customers updated on the latest products in order to increase sales. Assist in all corporate institutional Sales events. Maintaining customer database for follow up purposes. Achieved Car Sales target as per plan. Reporting to sales Manager – Regional Sales Manager (Tata-Motors)

**MAGPIE FINANCE LIMITED**  
**A subsidiary co. of Magnum Motors,**  
**Mumbai ( Group of Shapoorji Pallonji )**

## **EXECUTIVE - SALES**

**Job Location – Charni Road, Mumbai**

June 2000 – March 2002

Dealer of Light Commercial Vehicle cum Passenger Cars of Tata Motors, Sales, Service and Spares.

Worked as a sales Executive cum after sales facilitator in United Motors, dealer of Tata Motors Selling Tata Motors SUVs, LCV,& Passenger Car Segment Vehicles. Serves customers by providing information about product and service. Understanding customer need analysis and consulting with their financial options and advising suitable segment for the immediate purpose. Reporting to Sales Manager for Corporate customer Sales. Attending customer Vehicle complaints and redirecting to service cell for better service to satisfy customer need, Updating CSI report related to sales audit.

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## BUSINESS DEVELOPMENT - INDUSTRIAL

- Providing efficient management information system solution to an organization in a sustainable manner on a long-term Basis.
- Develop objectives, business plans, and sales strategies for growing our company's revenue & Market share in Industrial sector in the region. Identify and manage the opportunity to Develop, maintain, and distribute business opportunities to the team thereby ensuring a synergistic, client -wide approach for total sale and implementation.
- Managing sales & marketing operations, implementing sales promotional activities as a part market development effort and sales coordination activities.
- Develop exceptional knowledge of the customer's organization and understand customer's problems, pain areas, goals, needs, and issues related to their Energy needs thereafter suggest management information system solution to the customer, which is economical, comprehensive, and easily adaptable and caters to the exact requirements.

## MARKETING ACTIVITIES

- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Key Account Management and active business development.
- Participating after sales activities.
- Monitoring Periodical Sales Trends/ Forecasts

## CO-ORDINATION WITH OTHER FUNCTIONS

- Continuously improve our quality, service, and productivity.

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- Cost Reduction Activities
- Value Added services / Value Engineering to influence customer delight.
- Coordinating with accounts department for receivables.
- Preparing and sharing production plan for production department and in depth evaluation of customer feedback for regular supply cum spares supply related activities. Maintaining c SS SCORES-

## TEAM MANAGEMENT

- Being marketing associate involving all stages from scratches to first sample lot get approval and regularizing supply.
- Monitoring MIS Performance to depute subordinates deliverable activities. Supporting them with customer's effort.
- Maintaining Win- Win Performance with Customer 's ultimate Monthly Goal.
- Delegating extended support to our subordinates to perform comfortably in a day today routine activities at customer end and adaptable culture of organization.
- Monthly review meeting with Management team for overall sales and production performance and ensuring their performance with respective reporting customer month on month basis to improve overall customer satisfaction.
- Always welcome any new thought process or creativity regarding business to keep them motivated for innovation and smart working.
- Gained experience & mentoring teams through sharing of ideas and experience to assist in their development as future managers and contribute to organizational goals.

## MARGIN MANAGEMENT

- Maintaining and following periodical raw material, price increase, costing and transportation charges as per the customer terms.
- Maintaining minimum shelf stock in customer end warehouse to avoid short supply of line stoppage.
- Controlling aging consignments to get deliver as per monthly production plan.
- Implemented various customer end contemporary packing materials to recyclable packing materials to curtail environmental wastages safe and intact packaging.

## NOTABLE ACHIEVEMENTS

- Developed major OEM customers rapport related to business and key accounts activities.

## EDUCATIONAL QUALIFICATION

- Master of Business Administration from Alagappa University, Karaikudi.



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- Master of Commerce in Insurance Management from Alagappa University, Karaikudi .
- Diploma in Accounts from Act Management, Mumbai.
- S.S.L.C. from Board of Secondary Education, Madras, Tamil Nadu

## PERSONAL INFORMATION

Date of Birth : 24<sup>th</sup> April 1976

Sex : Male

Marital status : Married

Nationality : Indian

Father's Name : G. Ganga Shankar

Language known : English, Tamil, Telugu, Hindi and Marathi

Permenant Address : Old No.38, New No.75, Thambu Chetty Street,  
Chennai – 600 001.

Present Address : No.C-12, 2B, 2<sup>nd</sup> Floor,  
VGN Brixton Owners Association,  
Irrungattukottai, Sriperumbudur – 602 117