

Greetings of the day.

I am a sales & marketing and business development professional with 20+ years of experience across India in **Automotive, Stored Power, FMCG, Telecom** and **Chemical Industries** in **aftermarket, retail, institutions, OEMs** and **export business**.

Segment wise work exp: Business Development, Sales, Marketing and Product Management.

- **Automotive:** 15 yrs in PAN India.
- **Telecom:** 4 yrs in West and East India.
- **FMCG:** 14 yrs across India. (Dairy + Parts & Battery).

My core strengths are:

- (1) **Channel Management:** Appointing, handholding and managing width and depth of the network.
- (2) **Planning and Execution:** Business planning with phase wise growth to achieve the desired result and detailed **MPCP** to ensure proper execution of the same.
- (3) **Innovative solutions** for unexpected situations viz. Covid – 19 to ensure achievement of planned business at every level.
- (4) **Network management:** Capturing potential with phase-wise growth of network through planned trajectory.
- (5) **Execution** to capture the potential by guiding direct sales team and channel partners.
- (6) Planning and activation of **BTL activities** for exponential growth in sales.
- (7) **Man management** by **coaching** and **mentoring** graduate trainees.
- (8) **OE sales** in Battery and Tyre and increased my share of total demand with better service level viz. JIT, after sales service and 24x7 prompt response.
- (9) **International sales** of Tyres and Battery in Africa, Sri Lanka, Gulf countries and Nepal.
- (10) **Business Management** spanning from GTM, Primary, Secondary, Tertiary sales, Supply chain, Warehousing, Schemes, Policies, Profit Improvement and Manpower planning and management to ensure that desired exponential growth is achieved.
- (11) **Leading from front:** I monitor, guide and help my team and channel to perform; but prefer to be in field to respond to minor changes in field to ensure that business plan is achieved and new opportunities are exploited for growth in business.

The **last page** of Resume contains summary of **job tenure** and **reason for leaving**.

Best Regards

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RESUME

SUBHASH KUMAR

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Senior level assignments in Business Operations, with focus on Market & Revenue Expansion in an organisation of repute

Competencies	Professional Snapshot
<u>Managerial</u> <ul style="list-style-type: none">Strategy PlanningProfit Centre ManagementROI AccountabilityBudgetingMentoringTeam ManagementMPCP <u>Functional</u> <ul style="list-style-type: none">Business DevelopmentCRMSales & MarketingProduct PositioningInventory ControlTraining & DevelopmentBrand PromotionsNetwork development	<ul style="list-style-type: none">⇒ More than 20 years' experience in operations, sales, marketing and business development with profit accountability.⇒ Keen strategist with expertise in managing entire operations with focus on profitability and optimisation of resources.⇒ Attained proficiency in business development, operations, sales & marketing activities:<ul style="list-style-type: none">▪ Breaking new avenues & driving sales growth.▪ Establishing brands & bagging breakthrough orders.▪ Conducting opportunity analysis & keeping abreast of market trends / competitor moves to achieve market-share metrics.⇒ Successfully ramped up business assignments while working in coordination with clients; ensured effective service deliverables.⇒ Skilled in developing relationships with key decision-makers in target organisations for revenue.⇒ Adept in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within cost, time & quality parameters.⇒ Comfortable in interacting with multiple levels of organisation, management and staff from different locations.⇒ Highly skilled in Man Management to drive the business and achieve target.

BUSINESS SKILLS

- ↳ Managing business planning, demand forecasting & analysis for assessment of revenue potential in business opportunities.
- ↳ Analyzing market response / requirement and communicating the same to the sales teams for accomplishment of the business goals.
- ↳ Developing and implementing marketing plans designed to assure achievement of volume, quality, and market share and profit objectives.
- ↳ Implementing strategies for acquiring business through dealers and effectively using the potential of existing accounts / clients.
- ↳ Managing sales & marketing; conducting various sales promotional activities as a part of branding & brand management.
- ↳ Team Motivator to achieve the results in odd situation and drive the team to achieve targets.
- ↳ Conducting meetings for setting up the sales objectives and streamlining processes to ensure smooth functioning of sales operations.
- ↳ Identifying and networking with financially strong and reliable partners; resulting in deeper market penetration and improved market share.
- ↳ Appointing new distributors; evaluating their performance and monitoring their sales & services and marketing activities.
- ↳ Meeting the inventory requirement as per demand, generating MIS reports and presenting the same to the top management.
- ↳ Leading, training & monitoring team members to ensure efficiency in business operations and meeting of individual & group targets.
- ↳ Managing international business in Africa, Gulf countries, Sri Lanka and Singapore.

CAREER SKETCH

Jun '19 onwards: TVS Motor Co. Ltd. – Zonal Manager (West).

Highlights:

- ↳ Sales and Channel development in region.
 - Appointed distributors across region to capture retail market and improved service level.
 - Achieved targets in Pandemic period with innovative solutions.
 - Groomed channel to develop efficiency for better productivity and profitability.
 - Generated good will and confidence among PGMs to increase tertiary sales.
 - Export of parts through channel in Africa.
- ↳ Manpower training and development.
 - Trained Area Heads to next level managers.
 - Mentored Graduate Trainees to develop as performing managers.

Sep '18 – Apr '19: BEDROCK Tyres – Marketing Manager (Central, West and South India).

Highlights:

- ↳ Appointed channel in Central, West & South India, but further appointment stopped due to production limitations.
 - ↳ Groomed Cycle tyre team to manage Auto tyre business.
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Apr '15 – Aug '18: AMCO Batteries Ltd. – Regional Manager (West).

Highlights:

- ↳ Collected old outstanding of Rs. 6.55 crs. and changed channel from dealer to distribution.
 - ↳ Managed Supply chain and charging vendors for faster and cost-effective process.
 - ↳ Launched BTL activities to develop 6000 retail points and generated demands at PoS and PoC.
 - ↳ Developed GTM and executed PAN India for tractor batteries with focus on PoC.
 - ↳ Mentored graduate trainees.
 - ↳ Exported batteries to Sri Lanka, Africa and Gulf countries.
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Mar '13 – Mar '15: – DUNLOP Tyres – Zonal Manager (West).

Highlights:

- ↳ Appointed distributors in gap areas and improved CFA process for faster delivery to Bajaj.
 - ↳ Launched LCV & PCR tyres across West with BTL activities for secondary sales.
 - ↳ Exported to Africa through channel.
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Jan '12 – Mar '13: – Base Corp. Ltd. – Regional Manager (West)

Highlights:

- ↳ Appointed distributors and changed the platform from dealer mode to distribution pattern.
 - ↳ Brought the credit mode of business to cash mode.
 - ↳ Exported to Nepal through channel.
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Feb '11 - Jan '12: – SSTL (MTS – Russian Telecom) – Assistant Director (Mumbai, Maharashtra)

Highlights:

- ↳ Appointed separate channels for device business and awareness campaigns in Malls.
 - ↳ Growth of 75% business in post-paid and 25% in pre-paid.
 - ↳ Developed GTM to boost smartphone sales by 600%.
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Nov. '09 – Feb '11: Videocon Mobiles – Sales Manager (Mumbai)

Highlights:

- ↳ Launched mobile business by appointing distributors and placement in premium outlets.
 - ↳ Planned and activated BTL activities product display, branding at POS.
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Oct'07 – Oct '09: Sify Technologies Ltd- Sales Manager (Mumbai, Patna)

Highlights:

- ↳ Tapped broadband market with 22% growth of customer base in networked area.
 - ↳ Achieved 15% growth in retention rate, 34% growth in up-selling and 435% growth in the VAS revenue.
 - ↳ Increased footfall and usage of customers and added iWays to boost revenue.
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Aug '06 – Oct'07: Exide Industries Ltd. - Area Sales Manager (RoM, Bihar)

Highlights:

- ↳ Successfully converted Pune Branch from credit to cash and simultaneously increased the sales by 335% in Auto Segment and 865% in MC Segment annually in Pune branch.
 - ↳ Stellar in converting competitors into exclusive dealers / distributors and reduced warranty claims by 8% (from 13% to 5%) in Patna.
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June '03 – July '06: Valvoline Cummins Ltd. - Assistant Area Manager (NCR, Rajasthan, Entire East)

Highlights:

- ↳ Developed NCR market, North East States for Lube business.
 - ↳ Captured market of car care products across East with focus PoS and PoC.
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Jan'96 – May'01: Gopaljee Dairy - Assistant Manager (NCR, Bihar)

Highlights

- ↳ Managed BTL activities for consumers and retail expansion in NCR.
- ↳ Cracked HORECA accounts across NCR to grow institutional sales.

Sept'93 – Dec '95: Cease Fire Industries Ltd. - Sales Executive (Pune)

Highlights:

- ↳ Achieved targets from Corporate, Industrial & Direct Sales of Fire Extinguishers in Pune.
- ↳ Successfully cracked new accounts across Pune and brought back several lost institutional accounts.

SUMMER TRAINING ASSIGNMENT

- ↳ IBP Co. Ltd. June–July 2002: Strategies to Increase the Sale of Lubricants at Retail Outlets.
- ↳ Editor BIZ MAG – Inhouse monthly business magazine while pursuing MBA degree.

SCHOLASTICS

- ↳ 2 Years Full Time Post Graduate Diploma in Business Management from Birla Institute of Management Technology, Greater Noida in 2003.

Major - Advanced Marketing {Marketing and Strategy} & **Sectorial Specialisation** - FMCG and Retailing

- ↳ B.Sc. (Physics Hons.)

PERSONAL DOSSIER

Date of Birth : 26-09-1973
Languages Known : English, Hindi, Russian, Bengali and Marathi.

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NOTE:

Company Name	From	To	Reason for Leaving
TVS Motor Co Ltd.	Jun '19	Working	Electric 2W impact.
BEDROCK Tyres	Sep '18	Apr '19	Auto Tyre expansion plan withdrawn due to financial issue.
AMCO Batteries	Apr '15	Aug '18	Production Stagnation – (Company is closed).
DUNLOP Tyres	Mar '13	Mar '15	Company closed operation (Mysore plant was sold out.)
BASE Batteries	Jan '12	Mar '13	Company closed operation .
SSTL (MTS)	Feb '11	Jan '12	Company winded up from India .
VIDEOCON Mobiles	Nov '09	Feb '11	Company discontinued Mobile division .
SIFY	Oct '07	Oct '09	Company discontinued retail division
EXIDE Batteries	Aug '06	Oct '07	2 transfers in one year and 3 rd planned.
VALVOLINE	Jun '03	Jul '06	Exposure to West India market.
GOPALJEE Dairy	Jan '96	May '01	To pursue MBA full time.
CEASEFIRE	Sep '93	Dec '95	To pursue B.Sc. from Patna