

RESUME



BHARAT CHANDRA MADASU

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PROFESSIONAL PROFILE

A Management graduate with 12 years of experience in Marketing, Sales & Distribution, Trade Marketing and Channel Sales in reputed companies.

OBJECTIVE

To build a career through challenging and rewarding assignments and to be a part of an organization where my knowledge, hard work, capacity, innovative and creative thinking can help the company's growth and my growth

KEY SKILLS AND COMPETENCES

- Solving complex technical problems in a systematic way.
- Effective customer relations and service skills.
- Strong time, project management and multi-tasking skills.
- Ability to conceptually adapt technologies to fit various ideas.
- Ability to convince and motivate others in getting the job done.
- Strong organizational abilities to plan and ensure their execution.
- Arranging events and sales promotional activities successfully.
- Highly skilled in data analysis, presentations and planning market strategies.
- Handling the Corporate Clients for their purchasing requirements, demos and closing the sale.

PERSONAL

- Strong written and verbal communication skills.
- Strong Analytical Power.

SALES ACHIEVEMENT AND CAREER HISTORY

SMART AUTO SYSTEMS PRIVATE LIMITED – MITSUI & CO

Smart Auto develops technology to digitally enable the auto-ecosystem. One of the company's offering "Autorox" is an amazing simple yet state-of-the-art garage management software for passenger car repair centers.

Designation	Period	Location
Global Head – Sales & Operations	Dec 2019 to Dec 2020	Hyderabad, India.

- Complete Responsible for Sales and operation for **Pan India and International Business**. At present dealing with **18 Countries**. India, United Kingdom, GCC - UAE, Oman, Qatar, Kingdom of Saudi Arabia, Kuwait, Bahrain. African Countries – Nigeria, Tanzania, Kenya, South Africa, Rwanda, Zimbabwe, Botswana, Mozambique & Namibia. Asian Countries: - Cambodia & Malaysia.
- Managing over all Business operations for designed software for fleet management, multi brand service centres, Spare Parts Inventory & Management, insurance claim management and customized software
- Handling a team of executives and managers from Sales, Accounts, MIS, Billing, Project Managers, Design Executives.

- Driving the Sales and Operations for increasing the business growth and meeting up with the corporate Client Expectations for Service Deliverables and Quality standards as per the company norms.
- Working on the company set Targets to increase the revenue.
- Setting up the end to end operations process, P&L for the new signed projects, large corporate clients where the service support is placed. Assigning the team for the required projects based on the requirements of clients.
- Maintaining and supervising the complete business process is in line with the company compliance and statutory norms are meet as per the internal audit process.

Regional Manager (Telangana & Andhra) in Rent a car and leasing Department for Orix Auto Infrastructure India Pvt Ltd (Hyderabad-INDIA) from September 2018 to June 2019.

Designation	Period	Location
Regional Manager (Telangana & Andhra)	September 2018 to June 2019	Hyderabad, India.

- Complete Responsible for branch P&L and also increase the business revenue.
- Managing over all Business operations for Car Rental and Self-Drive business for both Telangana and Andhra Pradesh States.
- Handling a team of 40-50 executives and managers from Sales, Accounts, MIS, Billing, Airport Rep, Operations Manager, Operations Executives, Fleet and Maintenance Department, Hotel Counter Staff.
- Maintaining large fleet of cars and chauffeurs including SUV, Hatch Backs, premier segment cars, Hotel Fleet, Dedicated fleet of cars for airport operations.
- Driving the Sales and Operations for increasing the business growth and meeting up with the corporate Client Expectations for Service Deliverables and Quality standards as per the company norms.
- Working on the company set Targets for Corporate Business for Rent a Car, Hotel Verticals business line, Long term Contracts for Corporate and Hotels, Event Management and Conference, Self-Drive Business.
- Setting up the end to end operations process, P&L for the new signed Hotels projects, large corporate clients where the implant operations is placed. Assigning the team for the required projects based on the requirements of clients.
- Recruitment of Staff and Drivers based on the requirements for upcoming new projects, training for chauffeurs on Safety standards, Female and defensive Training programs are part of the process.
- Implementation of Mobile App technology, Cab Man integrated technology software for booking process/ deployment/ tracking online billing process.
- Maintaining and supervising the complete branch business process is in line with the company compliance and statutory norms are meet as per the internal audit process.

Hertz International Franchisee (Quality Leasing Limited) Part of Quality Group Ltd (TANZANIA)

Designation	Period	Location
General Manager (Sales & Operations)– HERTZ Car Rental & Leasing, Tanzania (Quality Group Ltd)	August 2016 to January 2018	Dar Es Salaam, Tanzania

Location: Dar Es Salaam, Tanzania.

Reporting: CEO & COO – Automotive Division.

Duration: June- 2016 to January 2018

Region: Tanzania.

RESPONSIBILITIES:

- Responsible for Sales& operations, Tanzania.
- Manage & improve operational systems as per Organization processes and policies.
- Plan, strategize and execute for branch expansion network
- Daily interaction with sales team to improve sales and to achieve monthly targets,
- Conducting weekly meetings with operations and accounts teams Close Monitoring and coordination with team for the smooth functioning of day to day operational activities of the business.
- Monitor vehicle procurement, GRN creation, Vehicle insurance addition, Vehicle registration, Fleet Master updating, and despatch of vehicles to the respective allocated location.
- Decision making on daily operational processes, liaising with other Dept. heads for the smooth functioning of day to day activities.
- Coordinate to resolve problems and to improve procedures, systems and staffing.
- Close monitor on vehicle utilization and to take necessary steps to improve the same
- Coordination with own workshops, and other suppliers on the maintenance of the vehicles and to reduce TAT.
- Ensuring the proper availability of vehicles required for rental after the required service/mechanical and accident repairs from workshops and agencies.
- Control over the registration, renewals, insurance renewals and proper maintenance of the vehicles.
- Complete control over fuel expenses, staff overtime and other day to day expenses.
- Evaluation and approvals for the local purchase orders related to back office orders and vehicle repairs.
- Control and monitor on the vehicles assigned to the employees.
- Performance rating of the employees and submit to the HR for annual appraisal programs.
- Ensuring effective utilisation of manpower to get maximum productivity.
- Proper dialogue and rapport with clientele about customer service issues or queries and review customer reviews.
- Overall control of drivers, cleaners and other administrative staffs assigned for the operational jobs.
- Review of debit notes issued on vehicle expense recoveries in case of misused/private repair cases
- Make sure the aged/high mileage vehicles, TI declared vehicles are de-fleeted on time.
- Fulfilling Legal obligations for all fleet registration & renewals
- Implement pricing & promotional strategies enabling optimum revenues
- Account reconciliation of client, payment collection and settlements
- Backward integration for vehicle servicing and solutions considering optimum turnaround time
- Analyse, decide and approvals for procurement
- Signing B2B contracts with Car Rental Brokers, Travel companies, Hotels & Airline Companies.
- Solely Responsible for Budgeting for Financial Year.
- Solely advisory for product pricing and product offering in all Tenders.
- Responsible for dealer meets, customer meets, press meets, road shows, exhibitions & specific segment promotional activities.
- Responsible for Network expansion for the region.

**AVIS Rent a Car – Qatar
(Venture Gulf Group)
(QATAR)**

Designation	Period	Location
Business Development Manager	November 2012 to July 2016	Doha, Qatar

Responsible for creating and organizing all the sales activities for sales division and for ensuring that all staff adhere to company policies, procedures and safety standards.

Duties:

- Lease and rental Costing
- Conducting weekly sales meetings.
- Determining individual and team sales goals.
- Ensuring that accurate customer data is kept in administrative databases.
- Finding out a customer's vehicle needs through talking to them.
- Arranging for vehicles to be delivered to customers on time.

- Developing and co-ordinating best practise for efficient and effective sales approach.
- Reporting to the General Manager and supervising a team of 8 sales Executives.
- Dealing with all the brands like **Nissan, Renault, Infiniti, Toyota, Lexus, Mitsubishi, Ford, BMW, Mercedes, Audi, Volkswagen, Chevrolet, GMC, Hyundai, Suzuki, KIA, Mazda, Daihatsu, King long, Daewoo, Ashok Leyland, Tata, Isuzu, Eicher and Honda**
- Achieve targets and prepare sales report
- Develop Corporate as well as walk in business
- Set up new business strategy
- Lease Agreement Creation / Extension / finalization of rates
- resource management
- Corporate as well as in house customer interaction
- Training on Operational Software (Rent-Pro) for rental as well as lease
- Rental agreement preparation and Finalization
- Monitor Cash / Cheque and Credit card flow
- Monitoring day to day activities such as RA Open, RA Close, Manage Central Reservation system
- Monitoring Monthly invoicing of Lease as well as rental clients
- Working closely with accounts department & IT dept.
- Service co-ordination and monitor
- Handling of and responding to Tenders and quotations, preparation of the documents and their submissions. Evaluation of the total tenders submitted and a report of successful as well as unsuccessful ones to be compiled.
- Visiting all the Avis counters and supervise the overall performance of the business.

SALES ACHEIVEMENTS: -

- **LAND TRANSPORTATION FOR QATAR SHELL GTL PLANT** –Has been awarded on November 2014 for a period of 5 years that involves IVMS Administrator, 110 drivers, 10 dispatches, and 10 co-ordinators for 150 vehicles. Performed Tender costing, documentation and tender submission. Procurement of different brand of vehicles from various dealers
- **RLR Jv(RizzaniDeccor , Lotte Engineering and Redco joint venture for Metro Train North Green line Project)** -Has been awarded on January 2015 for a period of 3 years that involves 96 vehicles and 17 drivers .
- **Huawei (Vodafone service project):** -Supplied 38 vehicles and drivers to assist all the work sites for maintenance and service engineers for a period of 2 years
- **Impregilo metro train redline project:** - Has been awarded on august 2013 for a period of 3 years that involves 143 vehicles and drivers.
- **Galfar Engineering north highway construction project:** - supplied 47 vehicles for a period of 2 years' contract.
- **Larsen and Toubro (Port Construction Project):** - supplied 178 vehicles for a period of 4 years' contract.

SUHAIL BAHWAN AUTOMOTIVE LLC OMAN With AUTORENT – ELEGANT RENT A CAR LLC (MUSCAT)

Designation	Period	Location
Sales Manager	June 2010 to September 2012	Muscat, Oman

Corporate Profile

Suhail Bahwan Automobiles LLC (SBA) was established in the year 2004, with a committed motto to be a leader in automobile industry with its valued product line, experienced expertise and infrastructure the company has registered their own identity in the Middle East Automobiles Industry, with market leadership in certain pivotal segments. Being a part of the Suhail bahwan Group Holdings, Suhail Bahwan automobiles achieved the highest mark in customer satisfaction. Monopoly dealer for **Nissan, Renault, Infiniti, BMW, Mini Cooper & Rolls Royce**. With growing need of cars in corporate sector, the Leasing Division has been formed to accomplish the customer demand which now become a full-fledged rent a car division called AutorentOman with a fleet of 3000 vehicles, ranging from economy to luxury segments. Today Autorent Brand is there in Oman, KSA and UAE

Strategic Planning & Responsibilities:

- Achieve targets and prepare sales report and target finalization
- Develop Corporate as well as walk in business
- Cold calls
- Set up new business strategy
- Lease Agreement Creation / Extension / finalization of rates

- Corporate as well as in house customer interaction
- Training on Operational Software (E-drive) for rental as well as lease
- Rental agreement preparation and Finalization
- Monitor Cash / Cheque and Credit card flow
- Monitoring day to day activities such as RA Open, RA Close, Manage Central Reservation system
- Monitoring Monthly invoicing of Lease as well as rental clients
- Working closely with accounts department & IT dept.
- Service co-ordination and monitor

COASTAL AUTOMOBILES INDIA LIMITED
100% Subsidiary of TATA MOTORS

Designation	Period	Location
Sr. Sales Consultant	July 2007 to March 2010	Hyderabad, India

Typical duties and responsibilities:

- Understand that business is built on customer satisfaction and devote him/her to guaranteeing satisfaction to customers.
- Determine each customer's vehicle needs by asking questions and listening.
- Keep abreast of new products, features, accessories, etc., and their benefits to customers.
- Demonstrate new vehicles (includes test drives).
- Deliver vehicles to customers. The delivery process ensures that the customer understands the vehicle's operating features, warranty and paperwork, and it lay the foundation for customer loyalty.
- Establish personal income goals that are consistent with dealership standards of productivity and devise a strategy to meet those goals.
- Report to the general sales manager regarding objectives, planned activities, reviews and analyses.
- Attend sales meetings.
- Maintain an owner follow-up system that encourages repeat and referral business and contributes to customer satisfaction.
- Maintain a prospect development system that includes a group of prospect locators and sales associates.
- Review and analyse actions at the end of each day, week, month, and year to determine how to better use time, and plan more effectively.
- Understand the terminology of the automobile business and keep abreast of technological changes in the product.

EDUCATIONAL QUALIFICATION

M.B.A (Master of Business Administration) from ISMS, Mumbai
Bachelor of technology in (Automobile Engineering) from BHARATH University, Chennai

AREAS OF EXPERTISE

Car Rental & Leasing
Travel & Tourism
Sales and Marketing
Sales Training
Operations Management
Motivating team members
Tender Submission
Project Management
International marketing and business
Internet marketing
Cost management and planning
Training and Development
Supply Chain Management
Logistic Management
Customers follow up
Negotiation
Procurement
Strategic Marketing
Administration
CRM

PERSONAL INFORMATION:

Passport No	: -	K9437701
Driving License, No	: -	(28635637640) Qatar, Tanzania & India
Date of Birth	: -	12 th July 1986
Languages known	: -	English, Hindi, Telugu, Tamil
Marital Status	: -	Married
Current City	: -	Hyderabad, India

REFERENCES:

Available on request

DECLARATION:

I hereby declare that all the above information provided is true to the best of my knowledge and belief.

Place:

Date:

(M. Bharat Chandra)