

Kiran Ganesh Kotkar

Contact No.: +91- 9922997445

~ E-Mail: kirankotkar@rediffmail.com / kirangkotkar@gmail.com

Aspiring for senior level assignments in Product Marketing/Management with an organization of high repute.

Executive Profile

- ☐ A result oriented professional with **over 14 years** of extensive experience in Product Management, Sales & Marketing, New Business Development, Client Servicing and Team Management in Automotive Manufacturing Industry.
- ☐ Presently associated with **Bosch Ltd., Koregaon Park, Pune as Key Account Manager.**
- ☐ Possesses in-depth knowledge about Product Management, Sales, Business Development, Design, NPC, QA, SQA, Tool Room, Purchase, PPC & Dispatch within own & customer organisations to serve existing & new business.
- ☐ Hands on experience in charting out Product Marketing Strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
- ☐ Expertise in Market Survey, Costing, Techno-Commercial Offers, Submission, Negotiations & Deal Finalization.
- ☐ **Experienced in Sourcing new customers & dealing with existing OEMs in Domestic & International markets.**
- ☐ **An Excellent Communicator with Strong Organizational, Analytical and Problem Solving Skills.**

Academic Credentials

2002 **B.E. (Mechanical Engineering)** from North Maharashtra University, Jalgaon (MS)
1997 **Diploma in Mechanical Engineering** from Maharashtra State Board of Technical Examinations, Mumbai.

Career Scan

Since May'12
Key Account Manager

Bosch Limited, Pune

Jun'11 to May'12
Deputy Manager-Marketing

Mindarika Pvt. Ltd., Pune

Oct'07 to Jun'11
Executive-Marketing

ISMT Ltd., Pune

Jul'06 to Sep'07
Marketing Engineer

Nash Robotics & Automation Pvt. Ltd., Nasik

Key Result Areas:

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- Product Management
 - Sales & Marketing
 - Business Development
 - Strategic Business Planning
 - Liaising & Coordination
 - Pre-& Post Sales Services
 - Tendering
 - Budgeting & MIS Generation
 - Techno-Commercial Operations
 - Client Relationship Management
 - Key Accounts Management
 - Team Management
- ☐ Effectuating pre-planned marketing strategies for accomplishment of performance milestones.
 - ☐ Utilising client feedback & personal network to develop marketing intelligence for generating leads.
 - ☐ Analysing & reviewing the market response/ requirements and communicating the same to the local sales force for achieving the sales objectives.
 - ☐ Monitoring competitor activities and devising effective counter measures.

- ☐ Closely interacting with key decision makers and also with operating executives of customers for getting in depth understanding of their requirements and translating the same into business opportunities.
- ☐ Facilitating timely order booking, ensuring financial arrangements for orders in process so that orders are executed as per customer schedule & stocks are not piled up at plant.
- ☐ Liaising with the dealers in order to achieve the set target, along with identifying and developing reliable dealers / distributors for increasing market visibility.
- ☐ Networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
- ☐ Managing a team of associates and monitoring their performance to ensure efficiency in process operations & ensure meeting of individual / group targets.

Accomplishments:

Noteworthy Accomplishments with Bosch Ltd.:

- ☐ Successful Launch of 3 Product Lines for New Products in Aftermarket.
- ☐ Development of 5 Year Product Strategy Road Map
- ☐ Successfully set up business of VW Group in Bosch system in short span of time.
- ☐ Instrumental in marketing & realisation of new business lines to various OEMs in India & abroad.
- ☐ Played a vital role in dealing with Auto OEMs for existing & new business.
- ☐ Supervised the team of 5 Team Members.
- ☐ Effectively controlled the cosy by keeping close control over inventory.
- ☐ Visited OEMs in R&D, Design, Vendor Development, ERC, Marketing/Network Development & Service departments for relationship management & business development.
- ☐ Key role in Synergy with internal verticals in Bosch Ltd for business development.
- ☐ Conducted tools & equipment audits at dealerships & OEMs.
- ☐ Key role in increase in profitability of legacy business with OEMs.

Noteworthy Accomplishments with Mindarika Pvt. Ltd.:

- ☐ Product Mapping and Product Strategy Development
- ☐ Instrumental in handling operations pertaining to studying customer RFQs, preparing techno commercial offers, submission, negotiations & deal finalization and following up for LOIs, POs & advance payments.
- ☐ Actively involved in monitoring quality & warranty PPMs.
- ☐ Played a vital role in dealing with Auto OEMs for existing & new business.
- ☐ Supervised the team of 6 Team Members.
- ☐ Effectively controlled the cosy by keeping close control over inventory at own & customer end. Introduced new logistic providers to reduce the cost & transit time.
- ☐ Visited OEMs in Design, Vendor Development, ERC departments for product quality improvement.

Noteworthy Accomplishments with ISMT Ltd.:

- ☐ Played a key role in Steel & Tube costing, offer preparation, submission, and negotiation.
- ☐ Pivotal in coordinating with PPC, Production, QA, Dispatch, Logistic & Account departments.
- ☐ Actively involved in Finalization of Order & Purchase Order processing.
- ☐ Sough periodical price corrections from schedule based customers.
- ☐ Sourcing & development of new customers for various applications.
- ☐ Participated in various business exhibitions to represent the organisation.

Noteworthy Accomplishments with Nash Robotics & Automation Pvt. Ltd.:

- ☐ Instrumental in Marketing of Welding M/Cs, SPMs, Dies and Fixtures to Auto ancillaries in domestic & international market.

Previous Assignments

Jul'04 to Jul'06
Sales Executive

Seva Automotive Pvt. Ltd., Nasik

Oct'02 to Jul'04
Marketing Associate

Shriram Transport Finance Co. Ltd., Dhule

Technical Purview

☐ Well versed with:

- Windows 10
- AutoCAD
- Linux
- SAP ERP (Module)
- MS Office Suite (Word, Excel & PowerPoint)

Academic Projects

☐ Successfully completed projects on:

- Hand Operated Plastic Injection Moulding Machine.
- Solar Power Reflector with Regenerative Engine.

Personal Vitae

Date of Birth : 25th January, 1975
Address : 202, Sky Line, Lane No 7-C, Vidya Nagar, Pune- 411032 (MS)
Languages Known : English, Hindi & Marathi
Passport No. : K 6361019 valid till Dec 2022
Driving License No. : MH12 20130005224 valid till Jan 2025