

VEERJEE BHAT



CONTACT

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SKILLS

- Automobile Retail Channel Sales Management- two wheeler & four wheelers (Car Industry)
- Auto Ancillary/ Auto Components Trade /After-Market Sales
- Direct Sales & Business Development
- Dealer Development, Network Planning & Strategy
- Dealer Network Performance (Monitoring & Reviewing)
- Dealer Network – Quality Assessment (Audits & Review)
- Dealer Network Viability Study & Financial Review
- Project Management, Performance Analysis, Progress Reports
- Leadership, Building Effective Relationships, Organizational Skills

PERSONAL TRAITS

- Integrity
- Accountability
- Perseverance
- Reliability
- Flexibility

PROFESSIONAL SUMMARY

Automobile professional with over **16** years of successful experience in sales & marketing profiles in premium SUV, Car & two-wheeler Industry. A mechanical engineer by qualification with core expertise in various functionalities of automobile retail business & automotive component business; namely dealer development/network expansion, dealer management, channel sales and business development. Solid experience of creating/building dealer network/distribution network for brands –have till date opened 69 new sales outlets & dealerships for three premium car brands in India. Currently spearheading sales of premium SUV (Jeep brand) in important states of North India Zone with annual sales of 900 vehicles & annual turn-over of INR 1665 million. Career high; enabled 165% growth in dealer network/distribution count for the brand (Skoda Auto India) by opening 40 new dealership outlets in 28 months.

WORK EXPERIENCE

Divisional Manager, 08/2013 to Current

FCA India Automobiles Private Ltd (Jeep India) - Delhi NCR, Delhi

- responsible for delivering targeted sales numbers & market share.
- overseeing sales of Jeep Compass SUV in Rajasthan, UP, UK & J&K State.
- planning and executing various ATL & BTL activities to generate leads.
- training & development of dealer sales team.
- managing customer satisfaction & timely sales complaint resolutions.
- oversaw Fiat product sales in states of Punjab, Haryana & Himachal.
- implementing brand guidelines and various other mandated SOP's at dealerships.
- opened 17 new dealership/sales outlets/facilities for brand in North.

Senior Manager, 08/2008 to 07/2013

Skoda Auto India Private Ltd - Gurgaon, North & East Zone

- assured long term network vision for brand through market studies, dealer appointments and buy/sells; strengthening network via performance improvement oversight and management change;
- conducted market confirmation studies and market surveys, new dealer prospect evaluation and selection, issued Letter of Intent (LOI's), monitored facility construction and final sign-off.
- assured that new and existing dealers meet existing requirements for management, capital, facilities & brand @retail program is implemented as intended;
- verified that company policies are followed.

Additional responsibilities and assignments handled during my tenure with Skoda Auto India

- Reviewed quality network development through introduction of various processes and audits.
- Formulated measures to monitor and ensure Dealer Profitability and Viability.

- Developed suppliers and vendors for localization of various dealership branding elements like CI elements (corporate identity), showroom furniture and merchandise etc.
- Evaluated customer satisfaction index like CSI and SSI by putting in place robust process for collating customer feedback and monitoring the same.
- Introduced processes/surveys to monitor the satisfaction level of channel partners – dealers.
- Developed various company standards for dealer network like dealer manual, facility planning guide, dealer agreement etc.
- Conceptualized new network strategies like Skoda Boutiques and rural sales outlet concepts.
- was project lead on internal mystery shopping exercise evaluating discounts and processes at dealerships.

Achievements:

- Successfully added 40 sales outlets to Skoda dealer network in North & East Zones during work tenure.
- Developed a new local vendor for CI elements and achieved a 45% cost reduction in the project.
- Introduced various business formats and audit survey formats.
- Managed roll-out of Skoda Boutique Showroom Concepts and Rural Sales Outlets.

Assistant Manager, 03/2007 to 07/2008

Ford India Private Ltd - Mumbai, West Zone

- Expanded Ford India dealer network in west zone to achieve company's business objectives for the zone
- Assured Capacity Planning, verified Business Plans and conducted Market Confirmation Studies and Surveys,
- Initiated termination process and helped drive entire smooth closure and amicable settlement process with closed/terminated dealerships.

Achievements:

- Fixed dealer network/ market representation for Ford India in two most important markets of west zone – Mumbai & Ahmedabad.
- ensured timely completion, sign-off & inauguration of 12 new dealership facilities/sales outlets for Ford in west in 2007-08.

Senior Sales Officer, 04/2004 to 02/2007

Hero Honda Motors Ltd - Lucknow, Uttar Pradesh

- Was responsible for two-Wheeler (motorcycle) sales in territory of central U.P through channel sales and institutional s.
- Monitored financial aspects of business- Retail Financing, Conceiving and implementing promotional programs like events, publicity campaigns and local schemes/customer offers
- Expanded & developed secondary dealer sales network and ensured new territory coverage based on market potential.

Achievements:

- Procured highest ever institutional sales order of 1150 motorcycles from UP Police under DGS&D Rate Contract.
- Initiated rural retail financing strategy by signing M-o-U for local finance tie-up with Mahindra Finance and Kshetriya Banks in central U.P.
- Handled largest Trade Fair of Uttar Pradesh– Safai Mahotsav for two consecutive years and successfully managed to accomplish record-retail of 3300 motorcycles in 3 days' time.

Sales Engineer, 08/2002 to 03/2004

Shriram Pistons & Rings Ltd - Jalandhar, Punjab

- Managed a distribution channel of 8 tractor town-distributors, 6 HCV town-distributors and 3 LCV town- distributors.
- Generated demand through educating channel partners, retailers and

mechanics,

- Held Sales promotion activities like van campaigns, stall campaigns for increasing secondary sales.
- Provided after sales services to customers including handling replacements etc.

Achievements:

- Achieved above 100% targets for my territory.
- Increased sales of tractor piston assemblies by 40% of base year of 2001-02 in Amritsar.
- Achieved breakthrough by procuring 15% market share for Sales in Amritsar HCV Market from previous market share of 2%.

EDUCATION

Bachelor of Engineering Technology : Mechanical Engineering, 2001
Maharashtra Institute of Technology, Pune - Pune University

CERTIFICATIONS

- Salesforce/ DMS/OBIEE

EXECUTIVE DEVELOPMENT PROGRAM FOR FIELD FORCE – WESCHOOL (WELINGKAR MUMBAI)

Attended & Participated in two day's Executive Development Program for Field Force.

HOBBIES

- Reading, Listening to Music