**PRAVEEN**

Email: [Praveen.387638@2freemail.com](mailto:Praveen.387638@2freemail.com)

**Deputy General Manager-Sales & Marketing**

**Head- Automotive Spares & Lubricants (Kerala)**

**Regional Manager for Greaves Automotive Engine Spares( After Market) in South India,**

**Co-ordinated between Greaves (R & D) and Kerala Automobiles Limited for the Automotive Research Association of India (ARAI) tests of KAL vehicles**

**Outperformed the spare parts target by 35 % consistently for a period of four years.**

**CORE COMPETENCIES**

Strategic Planning

Automobile Spare Parts,Batteries & Lubricants

Sales Management

Market Expansion

Distributor Network Development

TS 16949:2001

Retail Sales Operations

Inventory Tracking

Handling OEM Business

Competitive Intelligence

Customer Relationship Management

Team Leadership

Training and Motivation

* Proactive, results-driven engineering graduate with **25 years’** insightful experience in entire gamut of automobile spare part sales operations and distribution network development.
* Keen acumen in maximizing revenues by reinforcing existing retail and distribution networks through effective guidance and motivation.
* Recognized for proficiency in steering business development operations with focus on accomplishment of the company’s mission & profitability targets in the automobile spare parts sector.
* Proven ability in optimizing available resources so as to execute programs.
* Led key initiatives and formulated strategies in retail and distribution management resulting in high level of customer satisfaction with increase in bottom-line.
* Cross-functional business acumen with effective communication, problem solving and motivational skills that motivate sales team towards achievement of organizational goals.
* Seeking to leverage knowledge and skills in a challenging opportunity as…

**SENIOR MANAGEMENT- AUTOMOBILE ENGINE & SPARE PARTS SECTOR**

**KEY RESULT AREAS**

### **Strategy Planning**

* Conceptualizing & implementing long-term strategic business plans in tune with market trend, competitive scenario, macro business opportunities and channel readiness.

### **Business Development**

* Identifying and networking with prospective clients; generating business from existing accounts and achieving profitability and increased sales growth.
* Analysing marketing trends and tracking competitors’ activities and providing valuable inputs for product enhancement and fine-tuning sales & marketing strategies.

### **New Market Development**

* Identify new market segments and tap profitable business opportunities.
* Evolve market segmentation & penetration strategies to achieve product wise targets.

### **Channel Management**

* Enabling business growth by developing and managing a network of Channel Partners across assigned territories for deeper market penetration & reach.
* Monitoring Distribution networks to ensure ready availability of the product at all times.
* Guiding and training retailers to accomplish set revenue and business targets.
* Implementing business practices and deploying company strategies and programs to the core.

### **Key Account Management**

* Initiating and developing relationships with key decision makers in Corporate for business development.
* Assessing requirements & conducting negotiations for delivering need based products to Key Clients.
* Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
* Maintaining excellent relations with clients to generate avenues for further business.

### **Product Promotions/Launches**

* Devising & implementing marketing plans & activities for successful launching of new products.
* Providing direction to execute promotions/launches in sync with local characteristics.
* Preparing marketing collaterals for the branding of the new product & prepare plan, budget and

### **Technical Services**

* Supporting sales and technical aspects - Product feedback, Product demos, Competitor products comparison & technical discussions etc.
* Ensuring maximum customer satisfaction by providing them with pre/post technical service assistance and achieving delivery and quality service norms.

### **Team Management**

* Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets.
* Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.
* Coordinating activities for the identification of training needs of employees and channel partners for upgrading their technical skills.

**CAREER SUMMARY**

**George Maijo Industries Pvt Ltd., Chennai**

**Head - Spares & Automotive Lubricants , June 2015 till Dec 2018**

***Company Brief:*** *The organization is sole dealer for* ***Yamaha Motor Company,*** *Japan for the sale and service of* ***Marine Out Board Engines and their spares*** *in India since 1960.*

*Imports and sells a wide range of* ***Agricultural Equipments and their spares****.*

***Manufacturer of Two Wheeler Chain and Sprokets under GM brand***

***Authorised Distributor for Idemitsu Lubricants*** *in Kerala,*

***Authorised Dealer for Maruti Vehicles*** *in Cochin.Kerala*

***Authorised Dealer for Yamaha 2 Wheelers*** *in Kollam and Kottayam ditricts of Kerala.*

**Current Responsibilities:**

* Entrusted with the responsibilty of developing retail business for the **Automotive spares & Exide batteries sales.**
* Responsible for the **Idemitsu Lubricant business of George Maijo Industries** as the single point contact with the Prinipals.
* Actively involved in development of new distribution network and strengthening of the existing distributor & retail network
* Leading key endeavors to achieve targeted first pick & parts availability to attached dealers & all retailers
* Identify and analyze market intelligence, study the impact on EGP business & leveraging them for further strategic planning.
* Responsible for planning, launching and monitoring marketing campaigns and demand generation activities
* Controlling inventory planning, secondary sales and profitability at distributors’ end.
* Empowering channel partners through competency building of authorized trained mechanics & distributor employees and structured review with all distributors to prepare them for future.
* Ensuring achievement of parts penetration target and part budgeted sales for the region through effective long term strategies.
* Conducting regional workshops with distributors & their team for performance management & future direction.
* Entrusted with the responsibilty of importing the spares for the Agricultural equipments and developing retail business and expansion of spare parts market pan India**.**
* Creating the parts manual for imported machinery for Agricultural applications and arriving at a spares price that is competitive in the respective markets.
* Devising and executing strategies for retail sales of new model engine spares through retailers and stockiest etc.

**PREVIOUS ASSIGNMENT**

**Greaves Cotton Ltd., Chennai**

Career Progression

***Southern Region Head Spares-Automotive Engines Business, Oct 2012 to May 2015***

***Sr.Manager-Light Engines Division,Oct-2008 to Sept 2012***

***Manager Sales- Light Engine Division, Nov 2003 to Sept 2008***

***Sales Executive-Power Generation Group, May 2003 to Nov 2003***

***Authorised Business Representative****-* ***Power Generation Group, Dec 2001 to May 2003***

**Responsibilities**

* Actively involved in development of new distribution network and strengthening of the existing distributor & retail network
* Devising and executing strategies for retail sales of new infra related to parts through retailers and stockiest etc.
* Ensuring achievement of parts penetration target and part budgeted sales for the region through effective long term strategies.
* Estimating the requirements of Diesel Generator customers, Preparing quotations for sales of Power Generating sets and follow up and closure.
* Leading key endeavors to achieve targeted first pick & parts availability to attached dealers & all retailers
* Identify and analyze market intelligence, study the impact on EGP business & leveraging them for further strategic planning.
* Responsible for planning, launching and monitoring marketing campaigns and demand generation activities
* Controlling inventory planning, secondary sales and profitability at distributors’ end.
* Empowering channel partners through competency building of **authorized trained mechanics**.
* Conducting **regional workshops with distributors & their team for performance management & future direction.**
* **Aswathy Automobiles, Manager-** **Automobile Spare Parts, July 1993 to Nov 2001**

*Deals with Spares of TATA Trucks ,all passenger Cars and Jeeps and LCV’s like Nissan cabstar ,Bajaj Tempo etc* **and Castrol Automotive Lubricants**

**Responsibilities**

* Efficiently manage an Automobile retail Spare Parts Shop
* Controlling inventory planning, secondary sales and profitability
* Devising and executing strategies for retail sales

**EDUCATION**

**Bachelor in Engineering in Electronics**

Bangalore University, 1993

**Attended Development Centre-Training for Outstanding Performance Conducted at TATA Management Training Centre, Pune, 2011**

**Extensive knowledge of Microsoft Office Suite and Internet Information Services**

**Familiar with SAP**

***PROFESSIONAL DETAILS***

Name :PRAVEEN

Total years of Experience :25 Years and 6 months

Relevant years of Experience :20 Years

Current Organization :George Maijo Industries Pvt Ltd

Current place of Posting :Cochin(Since June 2017)

Current Designation :Dy.General Manager-Spareparts & Idemitsu Lubricants

Reporting to :Associate Vice President

Company Size :550 Employees

No:of direct reportees :60

1.Nationality :Indian

2.Marital Status :Married

3.Date of birth :25.11.1966

4.Notice period: :Can join Immediately