

BIJITH NELSON

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SENIOR MANAGEMENT PROFESSIONAL Sales & Marketing /Business Development/Operations

Abridgement

- **Ministry Of Corporate Affairs & IICA Certified Independent Director.**
- **ICMCI Certified Management Consultant and IMCI Individual Member**
- **Approved Mentor For Start-Up India, a flagship initiative of the Central Government of India.**
- Approved Mentor For Kerala Start-up Mission (KSUM), a nodal agency for Kerala Government for entrepreneurship and incubation activities.
- Disciplined and goal-oriented professional with **24 years** of experience in Business Development with a key focus on Sales and marketing of products and services.
- Presently associated with **Derik Group, Kerala and TN as Business Head - Tata**
- Proficient in increasing sales revenues, developing profitable industry dealings, and building an extensive client base.
- Possesses sound knowledge of industry segments & prospects in domestic markets.
- Impressively developing business partners to enlarge product reach and connect with the dealers & distributors.
- Skills in achieving sales targets at branches, building dynamic sales teams, and identifying high-yielding services.

Key Skills:

~ Sales & Marketing ~ Business Development ~ Business Tie-Ups ~ Brand Marketing ~ Budget Management
~ Research & Analysis ~ Client Relationship Management ~ Training & Development ~ Team Management ~

Special Mentions

- Executed direct mass mailings resulting in an 18% escalation of customer base.
- KVR received the prestigious MSIL platinum award consecutively in 14-15 and 15-16 FY.
- KVR received the most prestigious Royal Platinum Award in FY 16-17,17-18 FY,21-22 FY & 22-23 FY
- All India No 1 in dealer limited edition cars in 15-16 & 16 -17 FY from MSIL.
- Played a key role in improving the annual sales of KVR to 21% in 2014-15 FY.
- Retail Finance Payout Increased from 22 Lakhs to 1.56 Cr in 2017 & 2018
- Spearheaded the designing & implementation of the **KVR ERP** solution for smoother operations.
- Served as Upholder of Branch Head in Jan'07 and awarded for various sales performances.
- Significant contribution in managing Sales Training Courses.
- Played a key role in expanding annual gross sales by 35% in 2012.
- Ingeniously participated in a selection of leaders to supervise teachers in various campaigns in respective locations.
- Awarded with the highest growth for:
 - "Highest number of days in the field" in 2003.
 - "Highest productivity in the company" in 2011.

Core Competencies

- **Sales & Marketing:** Handling the marketing and sales operations to achieve increased growth & profitability. Reviewing & interpreting competition after in-depth analysis of market information. Driving business growth through the identification & penetration of new market segments for the attainment of periodical targets.
- **Business Development:** Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
- **Customer Relationship Management:** Maintaining cordial relations with customers (third parties & distributors) to sustain the profitability of the business. Maximizing customer satisfaction level by on-time delivery, monitoring customer complaints, and providing efficient services.
- **Team Management:** Recruiting, training & developing team members to ensure operational efficiency and product knowledge. Monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets and corporate goals.

Key Responsibilities And Objectives:-

- Oversee Trivandrum, Kanyakumari, Tirunelveli, Tuticorin, and Tenkashi Districts operations.
- Manage Sales, Service, Used Car Business, Spares & Accessories, Finance & Accounts, Admin & HR
- Supervise 12 Sales Outlets and 8 Service Outlets.
- Lead a team of 320 members.
- Handle monthly sales volume of 275+.
- Manage workshop load of 2500 and 300 Body Shop load.
- Monitor and manage recruitment, training & development.
- Implement measures to reduce attrition.
- Control an Inventory funding of 60 CR.
- Foster strong communication and collaboration with OEMs for enhanced product supply and support.
- Regularly engage with OEMs to stay updated on new product launches, updates, and industry trends.
- Monitor and manage OEM claims and warranty receivables.
- Ensure timely submission and approval of warranty claims with OEMs.
- Workshop Efficiency: Implement measures to enhance workshop efficiency, aiming for a 10% increase in the number of serviced vehicles per day.
- Service Quality: Maintain a Service Satisfaction Index (SSI) score above 925 by focusing on service excellence and customer satisfaction.
- Turnaround Time: Set and achieve targets for reducing turnaround time for service requests, ensuring timely delivery to customers.
- Technician Training: Invest in continuous training programs for technicians to stay updated with the latest automotive technologies and improve service quality.
- Maintenance Packages: Promote and sell maintenance packages to customers, contributing to long-term customer retention and revenue.
- Customer Communication: Develop a robust communication system to update customers on service progress, estimated completion times, and additional repair recommendations.
- Spare Parts Availability: Ensure optimal availability of genuine spare parts to minimize service delays and enhance customer satisfaction.
- Service Promotions: Design and execute service promotions to attract new customers and encourage existing customers to choose the dealership for their service needs.
- Budget Adherence: Ensure strict adherence to the approved budget in all financial transactions and activities.
- Cost Control Measures: Implement cost control measures to optimize expenses and improve overall profitability.
- Cash Flow Management: Monitor and manage cash flow to ensure liquidity for day-to-day operations and strategic investments.
- Financial Reporting: Provide accurate and timely financial reports to the management for informed decision-making.
- Internal Audits: Conduct regular internal audits to identify areas for improvement and ensure compliance with financial policies.
- Vendor Payment Management: Streamline and optimize vendor payment processes to maintain strong vendor relationships and cash flow efficiency.
- Financial Forecasting: Develop and maintain financial forecasting models to support strategic planning and business growth.
- Credit Control: Implement effective credit control measures to minimize overdue payments and improve overall receivables management.
- Improve market share to become the No. 1 Tata Dealer in Trivandrum
- Increase market share in TN operations by 15% for Tata.
- Enhance manpower retention.
- Identify and capitalize on after-sales opportunities in the allotted territory

- Monitor and achieve TATA Retail and Offtake Target for monthly incentives.
- Maintain an SSI score above 925 for all dealerships.
- Reduce customer complaints and ensure timely resolution as per TATA norms.
- Increase Bay Productivity to 2.5 for the fiscal year.
- Fill and maintain vacant positions as per TATA and Management requirements.
- Improve and maintain the digital presence of the company.
- Monitor and maintain Spare and Accessory stocks profitably.
- Manage Car Inventory professionally through proper sales forecasting and ordering systems.
- Handle a business with a turnover of 400 CR annually.

From Jul 2014 to 22nd March 2023 with KVR Auto Group as General Manager –Sales & Marketing

Growth Path:

July 2014-Sep 2015 as Asst General Manager-Sales

Oct 2015- Till 22nd March 2023 as General Manager- Sales & Marketing

From Sep 25th. 2017 Additional responsibility of Legal activities.

Key Deliverables:

- Interaction with principals – Maruti Suzuki India LTD
- Support negotiations
- Advertising spend & budget finalization
- Sales & order plan negotiation
- Stocks and Inventory Management
- Order Forecasts, Sales Forecasts, and Budget planning.
- Direct responsibility of Internal pricing.
- Spearheading product department for all sales support activities.
- New Product Launches.
- Outdoor Advertising Activities.
- Road Shows, Participation in Trade shows.
- E-marketing initiatives.
- Product Customization in coordination with the Service and Accessories Departments.
- Product Training and Implementation.
- All MIS related activities.
- Sales and Revenue Reports at all levels.
- Incentives and Benefits.
- Control and monitoring of Finance aspects.
- Responsible for profit and loss.
- Handling a manpower strength of 400+ staff.
- Handles new car sales, and used car sales. Accessory sales, Retail Finance, Insurance, and MDS.
- Achieve Sales department profitability.
- Achieve retail & wholesale targets.
- Monitor and control Inventory.
- Maintain SSI, CDI, and customer satisfaction.
- Responsible for Balanced Score Card and Nexa Score Card performance.
- Enhance employee satisfaction & control attrition level.
- Develop training modules and PIP plans.
- Ensure staff discipline & Punctuality.
- Responsible for legal proceedings filed before any government Authority, Tribunal, or Court.
- Responsible for signing, verifying, and executing all court papers for and on behalf of the company.
- Handled a business turnover of 600 cr.

Jul'04-Jul 2014 with Saud Bahwan Group, Sultanate Of Oman

Growth Path:

July 2004-Dec 2005 as Team Leader. KIA DEALERSHIP

Dec 2005- JULY 2014 as Branch Head-KIA DEALERSHIP

Key Deliverables:

- Overseeing the sales & marketing operations, thereby achieving increased sales growth across regions.
- Upgrading periodic business plans, strategies & new ideas by assigning of sales targets to the team.
- Efficiently examining the concert of the team and delivering guiding principles to attain targets on time.
- Monitoring the maintenance of the required database of various customers' profiles by the employees.
- Updating significant product information to the team regarding vehicles & periodic training.
- Periodic monitoring of the relations between the team and their respective leaders.
- Generating exhibitions & trade shows of the corporation and planning conferences.
- Responsible for contracting with apprehensive personnel of Vehicle Yard for smooth business.
- Setting up distributors' networks in the specified areas in order to develop the brand image by offering various promotional proposals.
- Actively presenting the routine reports to the senior managers for market research and competitor study.
- Looking after the dealings with branches concerning attendance, regularity, obedience & well-being.
- Directly responsible for service complaints and operations.

May'1999- May'04 with West Side Trading Co. Pvt. Ltd., Calicut as Sr. Marketing Executive

Growth Path:

May 1999-July 2001 as Sales Consultant

July 2001-June 2002 as Sr. Executive

June 2002-May 2004 as Product Head

Key Deliverables:

- Accelerated orders from clients and assembled customer contact series in order to predict market tendency.
- Held accountable for revising escalation of sales quarterly.
- Completed more than 100% target with double-digit growth in 2002 & 2003.

Education Details

- Master of Business Administration (Sales & Distribution Management) from Indian Management School & Research Centre, Mumbai, Maharashtra in 2012.
- Bachelor's in Mechanical Engineering from the Institute of Management & Technical Studies, Noida in 2010.
- Diploma in Mechanical Engineering from Kerala Government Polytechnic (Board of Technical Education), Calicut, Kerala.
- Pursuing a Ph.D. in Business Management from the Indian Management School and Research Centre.
- Pursuing Certificate course in Management Consulting from IMCI & ICMCI
- Pursuing ESG & Sustainability Consulting from ESG Academy.
- Attended Maruti Suzuki GM Training program from IMT Ghaziabad and got certified.

IT Forte: Expertise in MS Office, AS-400, and Internet Applications.

Personal Dossier

Date of Birth: 14th June, 1978
Address: Vellakadayil House, Kuppayakode, Kodenchery, Calicut, Kerala, 673850
Languages Known: English, Arabic, Hindi, Tamil and Malayalam
Location Preference: Nil
Nationality: Indian
Passport Details: K 0851631
Marital Status: Married