

NARESH KUMAR PAI. R.

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AUTOMOBILE INDUSTRY BUSINESS DEVELOPMENT

Targeting assignments in Sales & Business Development with the company providing continuous learning and development opportunities in a fast paced and constantly evolving environment.

AREAS OF EXPERTISE

Sales & Marketing
Business Development
Customer Relationship
Management
Channel Management
Team Management
After Sales Service
Market Analysis & Penetration
Product Launch
Product Promotions

PROFILE SUMMARY

- Offering over 22 years' experience in heading teams for driving overall Business Development, Revenue Generation and Sales & Marketing
- Expertise in handling the **entire marketing/business development activities**, analyzing market trends and establishing healthy & prolonged business relations with clients, thereby ensuring higher market share
- Actively nurtured and deepened **strong rapport with dealers** to win confidence, anticipate needs and deliver appropriate product solutions
- Concurrently ensured **overall pipeline & revenue growth within channel and territory**
- Proven ability in **achieving targets, opening new & profitable product/services** markets and setting up new segments
- **A top sales performer** with the natural ability to identify & capitalize upon opportunities to maximize sales revenues and optimize company benefits
- Excellent communication & people management skills that have been honed through managing cross-functional teams

WORK EXPERIENCE

Mar'08 – Present: Bridgestone India Pvt. Ltd. as Deputy District Sales Manager – TBR (Truck Bus Radial) Replacement Sales
Bangalore Regional Office – Handled Bangalore & nearby cities and managed Sales & Service planning activities of Karnataka

Key Result Areas

- Accountable for expanding Dealer Channels for improvement of sales, enhancing Direct Fleet Business & Target for Direct Fleets and augmenting Fleet & Dealer Database
- Providing services to the present customers & increases market share
- Developing marketing plans to build consumer preference and drive volumes; evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses
- Conducting competitor analysis by keeping abreast of market trends and competitor's moves to achieve market share metrics; evolving Fleet Approach Activity to Start and Penetrate in sales to achieve targets
- Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs and forecasts
- Monitoring monthly new product launch results and recommending action for addressing any forecasted variances to volume budget
- Deploying suitable market research tools to gauge market trends and competitor activities to gain the competitive edge on the market; organizing Customer & Driver Training Programmes in Key Places

Significant Accomplishments

- Improved & stabilized sales 10 Times in Bangalore market from joining figure
- Served as a part of the team which emerged as No. 1 Team in Commercial Business in the region in Q1 and Q2 2019
- Recognized as the Most Trusted Team for Commercial Tie-ups in 2019
- Built confidence with Dealers and Direct Fleet for more fitment of Bridgestone with Continues follow-up and Proper Training
- Appointed Key B-shop channel and increased sales from average 10 per month to 100 Tyres per month in a span of 2 years
- Increased market share of Bridgestone from almost give service to the present customers & increased market share

Jul 2000 - Mar 2008: JK Industries Limited

Key Result Areas Across Growth Path

May 2004 - Mar 2008: Dy. Manager in Product Evaluation Department (Tamil Nadu & Kerala)

- Looked after the fitment and followed-up result communication of test tyres as per the Test Procedure
- Interacted with customers in the market for increasing the radicalization
- Generated new accounts/brought back dissatisfied customers
- Coordinated & validated Competitor Tyre performance and shared feedback to the plant for development of the product
- Conducted regular radial tyre fitment inspection and share performance feedback to the customer
- Assisted Truck Radial Group in Customer Interaction Programme, Drivers training programme & Retreader & Tyre Fitters Programme

- Resolved customer complaint and provided need-based solution
- Supported the Truck Radial Group for proving Fuel Saving and Mileage improvement by using radial tyres

Jul 2000 - May 2004: Senior Officer in Technical in JK Truck Radial Plant

- Acted as Shift Technical giving technical assistance in the Preparatory, Tyre Building, and Tyre Curing Area for initial 6-months
- Performed in Tyre Engineering Section managing Reverse Engineering of Tyre (Tyre Analysis & Testing)
- Carried out detailed tyre analysis and testing of major competitor tyres and in house build tyres
- Served as Test Centre In-charge for Truck Radial Tyre Plant; supervised complete testing aspects of Truck Radial Tyres (Both Tubeless and Tube Type)
- Closely monitored the Run-out Testing and drove improvement of Run-out of Truck Radial Tyres in tyre
- Contributed as core team member from Technical Department for sending tyre to Major OEMs

Significant Accomplishments

- Selected as one of the Emerging Leaders of the entire JK Organization in 2007
- Undergone 3-days Emerging leadership programme at Delhi & One Week Training Programme in Indian Institute of Management, Bangalore (IIM-B)
- Drove cost reduction activities by adopting good features from major competitors
- Acquired ECE approval for 7 Sizes in the month of Dec 2001
- Enhanced % of Utilisation of the Test Centre from 70% to 93 %

PREVIOUS EXPERIENCE

Aug 1998 - Jul 2000: Anand Nishikawa Company Ltd., Punjab as Engineer (Tech)

Key Result Areas

- Assisted the Design Dept. in New Product Development
- Supervised Automobile Weather Strip Curing
- Actively involved in troubleshooting activities

EDUCATION

- B.Tech. (Polymer Science & Rubber Technology) from Cochin University of Science & Technology, India with 70.5% in 1998
- B.Sc. (Chemistry) from Mahatma Gandhi University, Kottayam, Kerala, India with 85% Marks

TECHNICAL SKILLS & COURSES

- Diploma in Computer Application
 - Working Knowledge in Windows, MS Office, Statistical Software like MINI TAB
- Passed English Type Writing Lower - (K.G.T.E)
- Passed Hindi Type Writing Lower (Dhakshnia Bharathiya Hindi Pracharasabha)

TRAININGS & PROJECT WORK

- Six-months Training & Project Work in Apollo Tyres Ltd. Kerala
- Two-months intensive practical training in Rubber Processing, Testing, Compounding & Product Development at Rubber Research Institute of India, Kottayam
- One-week Training under Conti Person in Truck Radial Plant Mysore
- A Study on the Effect of Fatty Acid Level in Vulcanisate Properties and A Comparison of Oleic Acid with Stearic Acid done under the Guidance of Mr. T.R. Gopalakrishnan (Manager. –Tech) of Apollo Tyres Ltd., India

PERSONAL DETAILS

Date of Birth: 30th April 1974; **Languages Known:** English, Hindi, Konkani, Malayalam, Kannada, and Tamil