

Santosh Rawat

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Current Location : Mumbai

Professional Summary

Versatile experience - Technical services, Customer Services, Product Evaluation, Product management, Sales and Marketing activities.

Expertise in Techno-commercial sales, Channel management, Customer campaigns, Team handling, Business development in domestic and international markets, Development of after sales service network, Distribution network development

Career Objectives

To be a part of an organization that provides an atmosphere to use and enhance my skills and expertise for the growth of organization and my own growth in the organization.

Educational Background

Executive P G Diploma in International Business Strategy – Indian Institute of Foreign Trade, New Delhi (2017)

Master of Business Administration – Sikkim Manipal University(DE) (2013)

Post Graduate Diploma in Export Management - IMT Ghaziabad (2011)

Diploma in Business Management - ICFAI University (2010)

Bachelor of Science (Physics) – University of Mumbai (1991)

Skills

- Business Development, Channel Management, Technical Sales & Service, Handling customers
 - Competition analysis and feedback.
 - Field Engineering, Follow up & Analysis of Product performance
 - Specialized in handling Sales & Service of all category of tires in Replacement market.
 - Identifying, Forecasting & Indenting right product mix
 - Business Development in International market.
 - Ability to adapt to change with a positive attitude.
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Work History

JK Tyre & Industries Limited : Aug 2019 to Nov2019 (Mumbai) – Sales & Business development

JKTornel, Mexico : Feb 2018 to Aug 2019 (1.5 years)

General Manager Sales (based in Mexico)

Responsibility of business development, brand building, Sales & Service in Mexico (JK & Tornel brands)

Planning & implementing the budgets in conjunction with top management.

Hiring, Training & developing a specialized team for sales, service and fleet management.

Identifying potential areas & Developing the channel network in accordance with the area potential

Product pricing & positioning in the market. Identifying the new product requirements.

Responsible for overall profitability of business

Built the foundation for JK's commercial tyre business in Mexico (Market, Product & Team)

JK Tyre & Industries Limited : Feb 2016 – Jan 2018 (2 years)

Zonal Manager-West (Fleet Management) (based in Mumbai)

Responsible for sales & tyres in West Zone (Maharashtra, Goa, Gujarat & MP regions)

Development of direct / indirect network, Service centres,

Identification of prospects for branded outlets for commercial tyres

Training & developing a specialized team for sales, service and fleet management.

Product performance analysis with feedback to top management.

JKTORNEL, Mexico : Aug 2014 to Jan 2016 (1.5 years)

Marketing Manager (based in Mexico)

Business development in Mexico market for JK & Tornel brand commercial tyres
Responsible & Accountable for Sales, Service & Marketing activities of commercial tyres
Planning & implementing the budgets in Mexico in coordination with Indian management.
Hiring, Training & developing a specialized team for sales, service and fleet management.
Identifying potential areas & Developing the distributor / channel network in accordance with the area potential
Product pricing & positioning in the market. Identifying the new product requirements.

JK Tyre & Industries Limited : Apr 2008 – Aug 2014 (6+ years)

Area Manager - Maharashtra (based in Mumbai)

Responsible & Accountable for all Sales & Service activities in Maharashtra & Goa – like Channel development, Fleet/Account Management, mass consumer campaigns, New Product evaluation, Performance feedback
Feedback to Senior Management regarding market trends, pricing, product and other important aspects which can help develop long-term strategies.
Plan and implement short term strategies at local level..

Bridgestone India Pvt. Limited Jan 2006 – Apr 2008 (2+ years)

District Sales Manager (based in Mumbai)

Managing sales, service and marketing activities in Mumbai, Navi Mumbai and Nasik areas with a network of more than 100 channel partners.

Created and established an effective delivery system which helped in improving product availability and facilitated better turn over for the dealers.

Responsible for identifying & appointing Bridgestone branded retail shops in Mumbai & Navi Mumbai.

Ceat Limited May 1993 – Jan 2006 (12+ years)

Sr. Territory Manager (Sales), (Jan2004 – Dec2005) (based in Gwalior & Mumbai)

Developed channel network & improved sales in northern MP area in a span of 1 year.

Improved sales in Mumbai area in less than 1 year by developing the channel network.

Developed new Direct channels without effecting the existing network of a Distributor.

Improved the overall profitability of dealers by controlled marketing which motivated them to increase business.

Developed dealers confidence in the entire product line up by providing proper technical support and advice on time.

Sr. Territory Manager, Product Evaluation (Mar2002 - Dec2003) Mumbai Plant (based in Mumbai)

Analysis of service failed tyres from all India.

Audit of claim adjusted tires

Compilation of field test reports from all India.

Feedback and suggestions to R&D on the basis of failure analysis & field reports.

Territory Manager, Product Evaluation (Apr2001 – Mar2002) (based in Indore)

Evaluated performance of new and existing products in field.

Studying customer requirements and suggesting changes in the product features.

Instrumental in the success of a tyre by proper and consistent follow up and feedback to R&D.

Sr / Territory Service Officer, Technical Service Department (May1993 – Mar2001)

(based in Delhi, Ahmedabad & Baroda)

Handling claims and after sales customer service. Attending customer complaints.

Sales support activities like campaigns and one to one customer contact.

Educating customers and dealers on company's product lineup and product features.

Feedback to factory on the performance of existing & new products in the field.

Korgavker Engineering Pvt Limited Mar 1992 to Jan 1993 (10 months)

Sales Representative (based in Mumbai)

Selling cutting tools for stone industry. Developed markets like Pune & Dholpur in a short span of 9 months.

Additional information

Date of birth : 15th September 1970

Language proficiency : English (fluent), Hindi (native), Marathi (fluent), Gujarati (intermediate), Spanish (intermediate)