

# Rajeev Kumar Singh Tomar

Assistant General Manager

<https://www.linkedin.com/in/Rajeev-kr-singh-tomar-5b96146>

Mobile: +91 9987035030

E-mail: [rs\\_tomar@rediffmail.com](mailto:rs_tomar@rediffmail.com)

**"A dedicated Intrapreneur and passionate Senior Professional in Sales & Marketing, committed to driving excellence in challenging and fulfilling assignments with a growth-oriented organization of repute."**

## SNAPSHOT

- A dynamic professional with **over 22 years** of rich experience in the Manufacturing, Telecom & Education sectors with well-known organizations.
- Extensive **background in Sales & Marketing**; including strategic planning, Business Development, Channel Management, Product Launch, etc.
- *Recently served as **Assistant General Manager** – 4S & New Channel at **Yokohama India Pvt Ltd in Mumbai***
- Previously worked with **Goodyear India Limited, CEAT Limited, Bharti Airtel Limited & Aptech Computer Education, etc.**
- Interact easily with people of diverse backgrounds, cultures, and professional levels. Excellent understanding and ability to accommodate individual learning styles.

## HIGHLIGHTS OF CREDENTIALS

- 100% Growth of PCR and MCT Category in Pune & Goa for Goodyear Tyres
- Developed distribution model for Goodyear Tyres & Yokohama Tyres
- Introduced Yokohama Brand in Western India
- Developed export business for Nepal & Bhutan
- Established new 4S (OEMs after-market) Department for Yokohama India

## KEY SKILLS

- Responsible for the sales and marketing operation; appointing new business partners to expand product reach in the market; interacting with the dealers.
- Analyzing latest marketing trends and providing valuable inputs for fine-tuning sales & marketing strategies.

## AREAS OF EXPERTISE

<b>Strategic Planning</b>	<b>Sales &amp; Marketing</b>	<b>Business Development</b>
<b>Profit Center Operations</b>	<b>Channel Management</b>	<b>Key Account management</b>
<b>Cost Control &amp; Forecasting</b>	<b>Corporate Sales</b>	<b>Supply Chain Management</b>
<b>Product Launches</b>	<b>Team Management</b>	<b>MIS &amp; Reports</b>

## CAREER SCAN

**Feb'08 to Sept'2023: Yokohama India Private Limited, Mumbai as Assistant General Manager – 4S & NewChannel (OEMs After-Market Business) – Pan India**

### Growth Path:

May 2020 – Sept 2023

Assistant General Manager – PAN India for 4S Channel

Jul 2016 – Apr 2020

Assistant General Manager – North India & Nepal

Feb 2008 – Jun 2016

Senior Regional Sales Manager – West (Maharashtra, Goa, MP & Chhattisgarh)

### Role as Assistant General Manager (4S Sales & New Channel) – PAN India

- Handling aftermarket business of OEMs for Yokohama Tyres
- Managing 6000+ dealer and 20+ Distributor accounts across India (4S Channel)
- Focused on business generation from Taxi Fleets, Car Leasing Business, Govt. Agencies & Institutional Sales
- Catering the opportunity to generate Sales from New channel

### Role as Assistant General Manager – North India, Export Business - Nepal:

- Exploring and analyzing the latest market trends and providing valuable inputs for fine-tuning sales & marketing strategies.
- Spearheading sales & marketing, motivating sales force & ensuring accomplishment of set business targets.
- Preparing MIS on periodical basis & providing information about the progress of the field to the top management.
- Liaising with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share metrics.
- Appointing new business partners to expand product reach in the market; interacting with the dealers and distributors to assist them in promoting the product; organizing training meets.
- Managing distribution network, distributors/dealers, C&F agents & modes of transportation goods to the dealers and distributors; monitoring collections and cash flow.
- Driving sales initiatives and achieving desired targets with responsibility of ROI and exploring marketing

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avenues to build consumer preference & drive volumes.

- ♦ Developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/referral business.
- ♦ Conducting competitor analysis by keeping a track of market trends and competitor moves to achieve market share metrics; providing the clients with high quality service for business development.

## **Role as Senior Regional Sales Manager – West India**

- ♦ Led sales and marketing operations of Maharashtra, Goa, Madhya Pradesh and Chhattisgarh as Senior Regional Sales Manager.
- ♦ Established complete set-up of supply chain, channel sales & after sale service.
- ♦ Achieved market penetration and global product expansion through strategic business planning which resulted in 35% increase in revenue and profitability.
- ♦ Devised strategy to cater new channels like leasing business, important fleets and corporate customers.
- ♦ Developed concept of Yokohama Ambassador by developing strong relationship with opinion leaders.

## **Attainments:**

- ♦ Established Yokohama as strong PCR Tyre brand.
- ♦ Surpassed year-on-year sales growth by more than 34%, Introduced Yokohama brand in the western region.

## **Oct' 03 – Jan' 08: Goodyear India Limited, Goa & Pune as Territory Sales Manager reporting to State Sales Manager**

### **Role:**

- ♦ Worked as Territory Manager for Pune, Ahmednagar Districts & Goa.
- ♦ Managed the sales and marketing activities in the region.

### **Attainments:**

- ♦ Over 120% growth in Goa in 2004-2005 & 130% growth in Pune in 2006-2007.
- ♦ Raised market share from 2% to 15% in Ahmednagar in just 10 months.
- ♦ Appointed 76 new dealer within one year in Pune.
- ♦ Managed key accounts like DIGP and Replacement Sales of GM, DC, Tata Motors, John Deere, Skoda Motors and Toyota Motors.
- ♦ Supported OEM Team for business with Tata Motors & DC (Mercedes Benz).
- ♦ Received Super Achiever Award more than six times in the year 2004, 2005 & 2006.

## **Feb' 03 – Sep' 03: CEAT Limited, Pune as Sales Development Officer reporting to District Sales Manager**

### **Role:**

- ♦ Created separate identity for non-truck category to increase focus on distribution.
- ♦ Appointed many new dealers and closed all non-productive dealers.

### **Attainments:**

- ♦ Rated among Top 10 Sales Officers in India for non-truck segment; doubled sale of Radial Tyres in span of 6 months.
- ♦ Achieved over 100% targets for 6 months in 2003.

## **Apr' 02 – Jan' 03: Bharti Airtel Limited, Mumbai as Corporate Sales Executive reporting to Sales Manager**

### **Role:**

- ♦ Played pivotal part in the launch of Airtel in Mumbai along with the team.
- ♦ Managed major accounts such as Shree Adhikari Brothers Limited, Zee Telefilms, Universal Communication, Glaxo SmithKline, Olivia Impex, Mantralaya, TCIL.
- ♦ Executed promotional program and Product Sales.

### **Attainments:**

- ♦ Rated amongst the Top 2 Best Performers in the team
- ♦ Proven excellence in achieving sales targets 7 times across the career.

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## Apr' 99 – May' 00: Aptech Computer Education, Deoghar as Marketing Manager reporting to Franchisee Owner

### Role:

- ♦ Managed the branch operations & general administrations.
- ♦ Acted as In-charge of Sales & Marketing activities.
- ♦ Supported Public & Private organizations to get acquire computer literacy in the district.
- ♦ Converted loss making unit into profit center within one year.

### Completed projects on:

- Trade-off Analysis of Strategic Choices at BPL Ltd., Bengaluru in 2001
- Customer Satisfaction Survey for INDICA in 2000
- Comparative Analysis between Airtel and Spice Telecom in 2000
- Launching a new brand of adult Lollypop in 2001
- Market Research Study & SWOT analysis for TATA Light Commercial Vehicles in 2000
- Complete Study of Sales Force & Distribution Management at Berger Paints (I) Ltd., in 2000
- DBMS Project on Database Design for Food World in 2000
- Office Automation System for Shree Baidya Nath Ayurveda Bhawan Limited, Patna in 1999

## PROFESSIONAL DEVELOPMENT INITIATIVES

- ♦ Certificate on "Enterprise Risk Management for Startups" by Institute of Risk Management-India Affiliate in 2021
- ♦ Diploma in Information Systems Management from Aptech Computer Education, Patna in 1999.
- ♦ Diploma Course from CMC Limited, Bengaluru in 2001
- ♦ Workshop on Attitude & Personality Development from Zeal Institute, Bengaluru in 2000

## ACADEMIA

2002 Post Graduate Diploma in Business Management from IFIM Business School, Bengaluru, India

1999 B. Sc. from Magadh University, Bodh Gaya, India

**IT Forte:** Proficient in MS Office applications including Word, Excel, PowerPoint

## PERSONAL SNIPPETS

Date of Birth : 1<sup>st</sup> March 1978  
Language Skills : English and Hindi  
Address : Nerul, Navi Mumbai