**ASHISH KUMAR**[ashish.wbk@gmail.com](mailto:ashish.wbk@gmail.com)B- Mob- 8698172459/8107097164

**PROFESSIONAL EXPERIENCE (10 YRS AS ON DATE in Marketing/ Channel & Brand Management)**

**CEAT Tyres : Senior Product Manager (Jan 19- till date)**

**Responsible for Marketing &Strategies for Ceat Product Lines**

* Responsible for driving the category at 12% growth rate for Fy19-20 ( current turnover is Rs215Cr.)
* Category profitability management through price benchmarking and product pricing and periodic schemes.
* Drive the category across zones and division through BTL campaigns and promoters demand generation model.
* Responsible Long term demand planning for annual budgeting on quarterly basis at sku level .
* Responsible for 2new products (in radial and bias segment ) development along with R&D for FY19-20 and Product launch after customer in sighting ,competition benchmarking and development.

**Bajaj Auto Ltd, Pune(March14- Jan 19)**

***Marketing Manager- After Market Parts***

**Responsible for Marketing &Strategies for Bajaj Auto Product Lines**

***Brand Communication & Strategies***- :-

* Responsible for Designing and Conceptualization of the **Brand Communication Message for the Product** across Target Segment.
* Ensure **strong Brand building for the Product lines with** a potential of **3000** cores in aftermarket.
* Handling **BTL activities for Pan India. Coordination with agency for the BTL activities, planning for the budget of the campaign.**
* **Brand Activation** & Customer Engagement Campaign Design & Execution.
* Product communication and Strategies for Closer Engagement & Brand Acceptance for 6000 customer base of BOP segment.
* Build Communication on product and buying behavior.
* Producing timely analysis of major promotions and events and ensuring learning are captured and fed back into the brand plan
* Create and maintain marketing collateral and manage the content strategy.
* To brief, reach agreement and collaboratively work with **Consumer Touch Point (CTP)** in developing brand activities in line with the Brand plan.
* Manage city level brand awareness & engagement.
* Ensure adherence to brand guidelines across all city level consumer contact points: marketing communication, CS response

***Retail Branding***:

* After market retail counter branding for strong visibility which includes the product placements at specific level in the counter.
* Rural Market branding and product display (planogram) at the specific counters.
* Development and implementation of materials to drive in-store visibility e.g. point of sale, shippers, displays

***Brand Loyalty and Acceptance thru Digital Space in aftermarket***

* **Developed Loyalty Program** for the Target Audience-Influencers and Promoters(Bottom of pyramid customers segment) to ensure Long term **Brand Association** and enhance the delivered value of the product. Loyalty program developed for 5000 Nos of target audience in aftermarket space.
* Utilizing **E-commerce Platform** for development of **Mobile Based App** for Customer Convince, Mobile Based Order Pad APP development which can track the order cycle management –**Order to cash cycle process mapped.**
* Development and Implementation of **Dealer Management System (CDMS)** for the Channel Partners.
* Call Centre Development for end to end customer solution and enhance **Customer Delivered Value**

***Competency Building*:**

* Development of the Sales Ready reckoner for Channel Partner Convince, Development of mobile app for Sales executives for generating ease in taking orders
* Designed and conceptualized Ways of working –Go to market **(GTM)** training program for Channel partner sales executives.
* Mobile Van onsite training for the Influencers of the product.
* Developed score card for performance & productivity measurement of channel partners

***Consulting***

* Analyzing and Benchmarking Industry Best Practices across Different Vertical across the **Value Chain**.
* Competitor analysis, **GAP analysis(4Ps)**

***Data Analytics and Market Research:***

* Responsible for extraction of State and City wise **Market potential**, **Part level potential** with ref to the product life cycle & tracking the penetration of genuine parts at each pockets. Strategy making for low penetration pockets. **Managing the 1500 SKUs**, Analyzing Trend & formulating statewise strategies for revenue generation
* All India **Sales trend analysis** and Formulating strategies for further Penetration & Grabbing Market Share.
* **Responsible for writing reports** of findings/making presentations & briefings to Management.
* **Market Survey and Analysis** for Customer Need Identification and Brand Acceptance.
* **Behavioral analysis** of the insights of the target audience, capturing voice thru the questionnaire.

***Market development and Enhance distribution***

* Track new touch points at taluka level for aftermarket retailer appointment.
* New distributor appointment at potential locations to enhance depth distribution
* New retailer enrollment and up gradation
* Manage execution of the go-to-market on product pricing, product positioning, and communication, distribution of a campaign launch and product & service release.

***New Product launches***

* Coordination with field and R&D for development of new product for launches

(New launches include 2T Oil , & Kits as per customer requirements in aftermarket)

* Follow up with Legal to check on Branding, Claims and Artwork

***Pricing&Budgeting***

* Gather competitive information on pricing inclusive of all margins and schemes, analyze effect on sales due to pricing structure revision, prepare price change proposal and share with the Finance Head in order to sustainably increase the Volume and Gross Margin of the assigned Brand
* Draw up activity calendar and allocate expenses based on activity, brand plans and budget allocations.
* Annual Budgeting (Sales Budget): Analyze and Project Category growth rate; Plan the activities to be undertaken to budget for brand growth
* City level budget planning.

**Tata Motors, New Delhi Nov 2010’’ – March 14’**

***Area Manager Vehicle Parts*** *(Retail Network Distribution & Channel Development-Aftermarket), Commercial Vehicle Business Domain.*

* Responsible for revenue generation, ***profit maximization*** of existing product lines through **channel sales in urban and rural markets.**
* Handling western Rajasthan vehicle parts business and generating business of ***25cr with 24% CAGR*** in primary and secondary market with a team of 7 DSR and 6 MSR. Presently **handling two distributors**
* Establish primary and secondary targets - town wise and market wise as per the PJPs of all DSRs and DSMs
* Responsible for implementation of ***Replenishment mode*l** at retailers end and ensuring the penetration of different product lines at each Retail Counter through **ABC and FMS analysis**
* Conduct review meetings on weekly and monthly basis and review the efficiency of DSMs and report to RPM
* ***Inventory management*** at distributor warehouse for different product lines pertaining to different Product groups, **thru FMS technique.**
* ***Forecasting, Planning, Analyzing*** product lines at district level .
* Monitoring ***Balance Score Card*** at retailer’s end and enhancing growth and profitability.
* Managing and ***enhancing growth of 2000 line items*** in different product groups and ensuring 20% YOY growth in each ***Product Groups***.
* **Tracking penetration** of 25 focus Product Lines in 300+ retail outlet.
* Focus on Traditional Channels. to build Distribution, Visibility and volumes
* Responsible for making periodic schemes for beating competition.
* Attend to all issues whether it is a consumer complaints or trade related ones without any delay to maintain healthy hygienic in territory
* Expand distributor network in Area to leverage Market opportunity and penetration.
* Managing a distributor network of ***300 retailers*** based in western Rajasthan, responsible for distribution at **Taluka level.**
* Motivate, train Dealer sales executives to execute the strategies and hence achieve retail targets.
* Planning and executing efficient ***Distribution model, Logistics model (FTL, Milk Van)***for 100% customer satisfaction.
* Tracking Competitor activities and hence planning for the new strategies.
* Implementation of ***Customer Loyalty Program*** for customer retention, acquisition for increasing ***CSI*** and

Measuring***CLV***.

**Greaves Cotton Limited, New Delhi July 09 – Oct 10**

*Executive Marketing and Sales -Automotive.*

* Identify and Develop new three and four wheeler OEM for long term revenue growth of profit center and thus enhance the customer relationship management with key customers (Tata Motors, Piaggio and Mahindra).
* Map and forecast the demand of automotive engines for northern region through primary and secondary research techniques.
* Responsible for ***SWOT Analysis, GAP Analysis, Competitor Analysis***.

**Mather and Platt Pumps (Wilo Se, India), Pune Nov 06 –May 07**

*Management Trainee*

* Participated in Orientation program and training classes on Time Management Skills, Presentation Skills, Business Writing, Dynamic Meetings & Leveraging Leadership initiatives.
* Responsible for production of Centrifugal split pumps ranging from 20cum/hr -17000cum/hr, mainly used for HVAC, Water irrigation, Mining, Steel industry, Pharmaceutical industry
* Scheduled and supervised job responsibilities of 30 employees according to production plan

**Other Projects**

***A) Tata Motors* Jan 2011**

* Participated and presented Case study to TATA ADMINISTRATIVE SERVICES for line extension strategies of TATA GLOBAL BEVERAGES and detailed study on penetration of healthy and nutrient food category across Indian Market.

***B) Tata Steel- Live Project,* New Delhi** **May08**

* Demand Mapping for new product of Tata steel according to different usage and application.
* Qualitative research helped in new application identification for existing customers.
* Technique like Pareto Analysis helped in segmentation of customer existing and new customers according to the application and product usage and hence helped in making decision of retaining profitable customers and dropping low profitable customers
* Forecast of Product Demand for Upcoming years for different customer segments with respect to usage.

**Academic ProjectDec 07**

**Market research studyon**“**The Reason behind the Failure of IFB Washing Machine in India**

* The project focused on Brand Recall and Brand Awareness ofIFB. Research techniques used were Chi –square, Factor Analysis, Cluster Analysis, Perceptual Mapping.

**SKILLS**

* **SPSS-11.0 MS** Excel - Pivot Tables, Lookups ,Word, PowerPoint,
* **SAP(Sales and Distribution Module), CRM, CRM ANALYTICS,CDMS**

**Achievements: -**

* **Achieved Two*BestPerformer Award in FY 12-13* from *Executive Director Tata Motors &from Global Head-Customer Care.***
* ***Awarded with Yamaguichi Award for Best Kaizen – Leveraging technology at Bajaj Auto by Managing Director, Mr. Rajiv Bajaj***

**EDUCATION**

**Post Graduate In Business Management –Marketing and IT- June07-May09 (Full time)**

**(***Pune, 70% )*

**Bachelor of Mechanical Engineering May02-Apr06(Full time)**

*(PCEA, Nagpur University, 69%)*

***HSC, HOLY Cross School May 01- April02***

***(****CBSE Board, 75%)*