



Dileep Menon

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Acknowledged for strengthening companies to lead in highly competitive situations, targeting assignments in **Sales & Marketing, Business Development** in **Automotive Industry** with an organization of high repute.

CORE COMPETENCIES

Sales & Marketing
Business Development
Branding & Product Management People
Management
Strategic Partnerships / Alliances
Key Account Management
Procurement / Inventory Management
Performance Improvement

HIGHLIGHTS

"Continental brand Commercial Tyre numbers grew from 20 units to 300 units monthly within a span of 2 years".

ACADEMIC DETAILS

B.Com (Calicut University).
MBA, (Calorex University ,Ahmedabad)

PROFILE SUMMARY

- **Dynamic career of over 22 years** that reflects pioneering experience across Tyers Industries (Trading & Manufacturing Sectors), Consumer durables and year-on-year success in achieving business growth objectives in mid-sized as well as large, established organizations.
- Extensive hands on experience in managing sales functions, achieving revenue targets & managing business operations in a competitive business environment both in **Domestic & International market**.
- Exposed to domestic market, India, with 14 years of experience in Sales & Marketing/ Business Development with big organizations like **Bajaj Electricals, Ceat Ltd., Apollo Tyres and Birla Tyres**.
- **Enterprising leader with an excellent record of contributions** that streamlined operations, invigorated businesses, heightened productivity & enhanced internal controls.
- Combined multi-disciplinary experience (across Sales, Strategy, Industry Analysis, Account & Portfolio Growth Ownership) with the hands-on approach to nurture an organization with limited resources into an entity to reckon with; managed **Tyres, Electricals and Home Appliances**.
- Garnered buy-in from stakeholders behind major initiatives while at the same time building credibility and delivering on customer confidence.
- **Enhanced organizational reach and market share** through the application of robust strategies, effective pricing and excellent client relationship management.

NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- Selected first for best Territory leader from South India for achieving the highest growth in security deposit.
- Considerably increase the presence in Namakkal by appointing new dealers / fleet accounts contributing to sales growth of 46 % in truck units within a span of one year.
- Collected old Outstanding/Bad debt worth Rs 70 Laks with close follow up along with legal team, and Achieved 108% Budget Target.
- Considerably improved Trichy Depots performance and improved the Market share from 5th ranking to 3rd Ranking within a span of 2 years.
- Qualified for a trip to **Hungary and Romania** for achieving milestone in PCR range of Continental tyres in 2017.
- Achieved tremendous growth in CVT units in 2020 & qualified for a factory visit to **Czechoslovakia** along with key account customers".

ORGANISATIONAL EXPERIENCE

Sr Sales Executive – Saud Bahwan Group, Muscat, Oman

Year 2012 – Present

- Spearheaded to achieve market share in Commercial Category Tyres, through direct Key Account sales.
- Formulated effective business strategy to increase revenue and profit in all areas of operations in line with the organizational plan
- Responsible for meeting sales and collection budgets along with margin objectives. The role requires meeting the expectation of market share growth of principal along with margin expectation of SBG.
- Played vital role in managing big suppliers/stakeholders.
- Reporting to the Brand Head.

Business Manager – Birla Tyer Ltd	Year 2008- 2012
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- Responsible for managing 7 districts of Tamil Nadu and lead efforts of sales and manage business from the two Depots located at Madurai and Trichy.
- Ensured delivering Top Line budgeted numbers and collection by managing and motivating a Team of 6, and directly managing key accounts and channel partners.
- Budget planning, appraising performance of team responsible for managing Depot operations including sales, operations and logistics.
- Considerably improved Trichy Depots performance and improved the Market share from 5th rank to 3rd rank within a span of 2 years.
- Increased Commercial category growth by over 350%
- Reporting to Zonal Manager, Sales, South Zone.

C&F Incharge – Apollo Tyres Ltd	Year 2008 (8 months)
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- Primarily responsible for meeting Budgeted numbers of Sales and Collection in North Kerala region.
- My role included Dealer management, Key account management and scheme implementation to deliver business objectives in North Kerala.
- Collected Old outstanding/Bad debt worth 70 Laks with close follow up along with legal team. Achieved 108% Budget Volume target.

Territory Manager – CEAT Ltd	Year 2004 – 2008
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- Responsible for Sales and Collections in Namakal Region, Tamil Nadu.
- Dealer management and End customer relationship building was the Key Responsibility
- Increased Commercial category growth by over 350%
- Selected first for best Territory leader from South India for achieving the highest growth in security deposit.
- Considerably increased the presence in Namakkal by appointing new dealers / fleet accounts contributing to sales growth of 46 % in truck units within a span of one year.

Sales Officer – Bajaj Electricals	Year 2002 – 2004
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- Responsible for meeting sales and collection Target in Central suburbs of Mumbai, Konkan belt and Goa.
- Monitored the sales and activities plan of the distributor salesman
- Handled the main Market of Mumbai (Lohar Chawl)
- Considerably increased the presence in western suburbs by appointing new distributors contributing to a sales growth of 5 Lacs within short period'
- Achieved 25% growth in "Goa Market" by way of vigorous retailing etc.

Sales Officer – Butterfly Group of Companies, Mumbai	Year 1997 – 2002
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- Spearheaded business operations in the assigned territory and achieved 30% sales growth.
- Appointed new distributors to achieve monthly sales of 6 lakhs.

Frontline Sales Officer – Money Managers India Ltd.,	Year 1996- 1997
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- Worked as frontline Sales officer in Money Managers India Ltd, Selling of Citi Bank Credit from April 1996 to September – 1997 (Indore).

PERSONAL DETAILS

Date of Birth	:	15 th April 1975
Marital Status	:	Married
Languages Known	:	English, Hindi, Malayalam, Tamil & Arabic
Reference	:	Available on request