

J. P. Sarathy
Chennai

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PURPOSE STATEMENT: Seeking Middle level management assignments in Sales /Marketing/Dealer Development/ Customer Care with an Organization of repute.

SYNOPSIS

- Experience of close to 10 years with reputed Dealers for Maruti and Hyundai in the Customer Care Section of their Service Department. Professed strengths in building and growing business to a creditable position. Focused sales & marketing strategies and customer relationship management helped an increase in the customer base. Developed techno-commercial expertise.
- Experience of nearly 5 years as OE-Coordinator for Lucas TVS Ltd. posted at Jamshedpur helped penetrate this key account OEM. Through a close association with clients, resolved customer complaints and provided dependable after-sales service. Developed new ideas to suit customer preferences in close tandem with the sales and service department.
- Team worker- interacted amicably with peers and superiors alike.

AREAS OF EXPERTISE

- Spare Parts Sales
- Business Development
- Service Marketing
- Customer Care

EXPERIENCE DETAILS

Jonas Woodhead & Sons (I) Ltd., Chennai
Jul'18 to Sept'19 – Sales Officer

My job responsibility involved sales of Automotive Spring Leafs to the Spare Parts Dealers and payment collection. I also used to meet the Mechanics /Blacksmiths regularly and give them some compliments and explain about our sales promotion schemes and how they will be benefited and motivate them to buy our products from our Dealers.

All India Manufacturers' Organization(AIMO), Chennai.
Jul'16 to Jan'17 – Manager

My job responsibility involved conducting seminars and technical events.

Magna Automations Limited
Aug'15 to Jun'16 – Area Sales Manager

My job responsibility involved marketing of some Maruti Genuine Accessories (MGA) Parts to the various Maruti Dealers all over Tamilnadu and also solve the Warranty issues related to these products.

Turbo Energy Limited, Chennai

Sep'08 to May'15: Junior Engineer – Marketing

Areas of responsibility included Co-ordination with Distributors and Authorised Service Centres of Turbochargers and collection of C forms. In addition was also responsible for creating product awareness and marketing support to the Sales Executives at Distributor end during my sales tours.

Dec'06 to Aug'08 – Customer Care Executive with TAFE Access Hyundai, Chennai

Areas of responsibility included ensuring timely turnaround of service jobs, ensuring customer satisfaction, business development and soft sales of spares. In addition was responsible for tracking customer loyalty, repeat complaints, warranty irritants and continuously apprise the management of the same.

June'06 to Dec'06 – Customer Relationship Manager with DSC Hyundai, Chennai

Jan'06 to May'06 – Customer Care Executive - Kapico India(P) Ltd, Chennai (Maruti Dealers)

Lucas TVS Ltd., Jamshedpur Hub

From: August 2000 to September 2005

As **OE Co-ordinator** reporting to the Business Manager, responsible for development of OEM and trading business for automotive starter and alternators for the supplies being made to TATA Motors and also TATA Cummins

Area of responsibilities:

- Preparing and implementing comprehensive OE Service Plan.
- Taking initiatives in building long term relationships with the OEM's
- Ensuring after sales services to the OEM's (Zero "0" km warranty)
- Ensuring 100% delivery on time to the Customers.
- Tracking the Competition activities

Key achievements:

- 1) Built and developed the business ensuring timely delivery to the OE plant
- 2) Thereby enhanced contribution to sales volume to the tune of ~ 20%.
- 3) Acted as link between plant and OE customers for issues related to after sales service.
- 4) Achieved close to 95% on-time deliveries.

Sept '98 to July'00 – Service Coordinator with PEBCO, Jamshedpur (Maruti Dealer)

Mar'96 to Jun'98 – Sachdeva Road Line Pvt. Ltd. _ Customer care front office position

Nov'94 to Jan'96 – Sales Representative with ACT India Ltd., Chennai (HM Dealer)

Sept'93 to Oct'94 – Service Coordinator with VRSR Services, Chennai (MASS)

Mar'91 to Aug'91 – Service Coordinator with Fairdeal Marwar, Indore (Maruti Dealer)

ACADEMIC CREDENTIALS

Completed 3 years course in Automobile Trade from A.C.C. Engineering Institute in Madhya Pradesh from 16th August, 1985 to 30th June 1988 and Inplant Training from A.C.C. Madukkarai Works from 1st August, 1988 to 14th June 1989 .

Higher Secondary Exam (10+2) : SVMHS English Medium School, Chennai in April 1984

Passed I.C.S.E.(10th Exam) : Little Flower School, Jamshedpur in Feb.1982.

Completed Course in some Computer Languages & Packages from September 1991 to December 1992 . I am also conversant with MS Word & MS Excel.

PERSONAL DETAILS

Present address : C/o J.Balajee
21, Vasanth Apartments
23rd Street, 7th Avenue.
Ashok Nagar,
Chennai – 600 083.

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Languages Known : English, Tamil & Hindi

Marital Status : Unmarried

Others : Possess valid 2 and 4 wheeler driving license.