|  |
| --- |
| **BRAHAM PRAKASH**Competent professionaltargeting top managerial level assignments in **After Sales Operations / Sales / Customer Relationship Management/ Channel & Network Development; Target Industry: Spare Parts/Retail/Service**bpkumar124@yahoo.co.in+91-09811732806 / 08368635109/ 09582133364 |
| Personal Details**Date of Birth:**8th June, 1978**Languages Known:**Hindi, English & Russian **Address:**House No. - RZF 1/13A, Gali No. 1, Block No. 1, Mahavir Enclave, Delhi - 110045Academic Details* **B.Tech. (Mechanical Engineering)** from YMCA Institute of Engineering, Faridabad, Established 1969 , Accredited ‘A’ grade by NAAC in 2001

IT Skills* Proficient in MS Office, and Internet Applications
 | Profile Summary  |
| * Achievement-driven professional with 18.5 years of rich experience; currently working with Royal Enfield, Delhi as Zonal Manager (Delhi )- Spare Parts
* Track record in implementing various Sales techniques to promote Spare parts/ AMC / Extended Warranty Sales within Automotive industry
* Coordinated material/ spare parts planning related activities encompassing identification of vendors, requirement specification etc.
* Developed & maintained business relationship with customers to achieve quality product and service norms by resolving their service related critical issues; achieved highest CSI & PSF/TNS scores and registered lowest number of complaints and complain resolution time
* Resourceful at maintaining business relationship with clients / customers to achieve quality product and service norms by resolving their service related critical issues
* Significant experience in identifying, networking and rendering assistance to reliable and financially strong channel partners for achieving business excellence
* Directed the coaching and development of channel partners; guided them in achieving positive results using value-based selling
* Skillful at monitoring, & motivating the team & workforce to enhance their efficiencies & assisting them to deliver quality services; excellent team player with strong research, analytical, problem-solving and communication skills
 |
| Core Competencies  |

|  |  |
| --- | --- |
| Sales / After-Sales Operations  | Channel Management |
|  |  |
| Service Centre Management  | Sales (AMC / Extended Warranty & Spare Part) |
|  |  |
| ATL/ BTL Activities | Training & Development |
|  |  |
| Customer Relationship Management  | Team Management |
|  |  |

 |
| Skill Set | PlannerCollaboratorCommunicatorThinkerChange Agent |
| Organizational Experience**re-logo** | ***Since Oct’15 to Aug ’19 with Royal Enfield******Growth Path:***Oct’15 toApr’17: Regional ServiceManager(Ahmadabad) ServiceSince Apr’17 to Aug’19: Zonal Manager (Delhi )- Spare Parts**Roles:**As**Zonal Manager (Delhi)*** Attaining distributors & stockiest target for the assigned territory
* Ensuring & achievingorder, payment & C form collection from distributors/stockieston time
* Successfully achieved 90% monthly service Ratio Line wise through distributors/stockiest with 2 month stock level adherence
* Ascertaining all RE norms at distributors & stockiest
* Maintaining 100% Mechanics in the Region should be registered in REMAP out of which 80% of them should be active
* Monitoring, recruiting, training & motivating the manpower & ensuring quality deliverables in the market Create schedule and Conduct promotional activities
* Examining distribution networks to ensure ready availability of the services at all times
* Preparing Sales report monthly/quarterly/annually of the State Distributor Network handling in terms of Sales of Spares parts (Monitoring and controlling Distributor activities)
* Expanding Retailers / Mechanics network within state/states
* Directing and coordinating the Zonal business in terms of Spare parts
* Analyzing and evaluating the effectiveness of sales, methods, costs, and results
* Developing and managing sales and marketing budgets, and oversee the development of the Distributor.
* Monitoring the Distributor’s day to day activities.

As**Regional Service Manager (Ahmadabad)*** Conducted competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metricsand FSCR
* Coordinated material/ spare parts/Lubes planning related activities encompassing identification of vendors, requirement specification & offer evaluation
* Trained the corporate agents as well as new employees on process and soft products
* Generated leads & converting leads into sales
* Identified& networked with reliable channel partners resulting in deeper market penetration and expanding the networks
* Headed a gamut of tasks entailing product support, network expansion & services with a team of 4 members
* Managed & audited service outlets activities at dealers / repair centers network in terms of AMCs / warranty / chargeable jobs attention, post warranty attention, skills sets of mechanic & optimum bay utilization & repair time analysis
* Achieving customer satisfaction and improving workshop profitability by implementing PQRST approach
* Acting as a Team Member of CFT to enhance the workshop profitability

**Highlights:*** Grew the overall Spare Parts business from INR 8 Crores in 2016 to INR 17.5 Crores in 2017; gross margins in the same period improved
* Improved Paid service market share from 38 % to 63% in FY 2016-2017
* Headed the Spare Parts –Oil Business Operations; responsible for developing the Annual Operating Plan (AOP) and achieving the targeted top line and bottom line for the business
* Elevated the branch position from 6th to 2nd position for overall performance in 2016-2017
* Improved customer index / JD Survey within MP/ Gujarat with contribution of 9 member team

***Feb’14 – Sep’15 with Suzuki Motorcycle, Gurgaon as Regional Manager – Service, Gujarat*****Key Result Areas:*** Managedafter- sales activities, sales, training, technical services to Channel Partners
* Examined technical feedback / queries received from market & coordinated with QA & Engineering teams for failures in market and propounding apt countermeasures
* Introduced new standard in customer care and standard service quality across network through:
* Trained and competent manpower
* Installation of effective internal process
* Availability of spare to minimize downtime of vehicle
* Constant monitoring of work quality and response downtime
* Administered product feedback on the resolution of complaints, analysis of customer feedback and sharing constructive feedback with technical cell for product improvement
* Supervised reduction of warranty as well as maintenance cost to customer
 |
| Previous Work Experience | ***Jan’10-Jan’14 with Tata Motors, Dehradun as Area Service Manager – CVBU Service, Dehradun*****Highlights:*** Converted the non-viable AMC site to viable site
* Achieved:
* Highest CSI
* Highest PSF/TNS score
* Lowest no. of complaints and lowest complain resolution time
* Highest network expansion
* Transferred & promoted to ASM – Uttarakhand and managed it independently for an entire year
* Secured 3rdplace (PAN India) for the Uttarakhand office in entire north with regards to Vehicle per bay, Labour per bay, Parts per bay, and so on

***Aug’06–Dec’09 with Ashok Leyland, Gurgaon as Deputy Manager – Customer Support, Commercial Vehicles*****Highlights:*** Bagged an award in 2009 for designing a special tool for effectively cleaning Dry Type Air Cleaners in field, thus reducing the warranty expenditure & failure rates by 30% in mines & other applications
* Achieved targets for selling AMCs & Spare Parts through service outlets by 95%
* Conducted Free Service Campaigns to boost customer & product awareness

***Jun’01–Aug’06 with Punj Lloyd Ltd., India & Kazakhstan as Senior Engineer - Plant & Equipment*****Highlights:*** Anchored repair, maintenance and overhauling of earthmoving and construction equipment / vehicles (two & four wheelers)
* Managed the activities of workshop with different kind of machine tools & maintenance of machines like Lathe, Milling, Shaper, Drilling, Boring, and so on
 |
| Apprenticeship | Organization: Yahama Motors Ltd., Faridabad Period: Jun’00 – Dec’00 Role: Trainee |
| Trainings | * Products of MICO, RANE-TRW, ZF, Fleetguard, Meritor, CD-TVS, Lucas, &Brakes India,
* Basic Tech Skills-Foreman Training Institute, Bangalore
* Effective Marketing Management Programme at XLRI, Jamshedpur
* Winning Edge Training for ASM at TATA Management Training Centre, Pune
 |
| Academic Projects  | Title: Project 3051 Synopsis: A project undertaken by M/s Ashok Leyland Ltd. for improvement of market share. The projects was implemented in Delhi / NCR to increase vehicle visibility & to boost customer confidence by providing service / spare parts, identified some local mechanics on National Highways & were trained on AL products. Identified some spares parts distributors & interviewed drivers / customers regarding vehicle buying decision, To sum it all, service & spares parts availability was made high to grab market share through service availability & CRM.Highlight: An improvement of 8% in vehicle visibility was recorded in 6 months’ time from launch of project Title: Project L90Synopsis: An Exercise to find out Life of the vehicle aggregates. The benefits include knowing the life cycle, MTBF failures, and performance after years from manufacturing in different applications. Project was done for Haryana state transports undertaking for duration of 1 month. |