



DEEPAK MANCHANDA

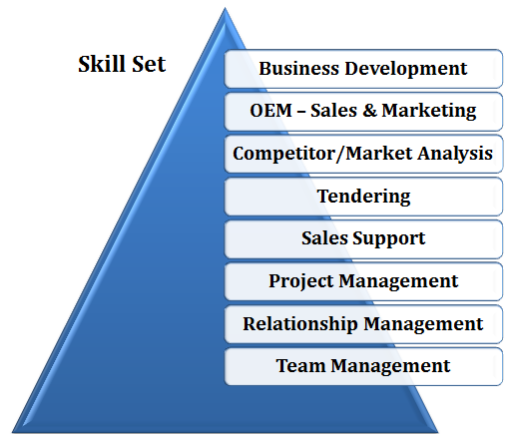
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Objective

CMO / Business Head / Director / President / Leadership & Strategic level Assignments overseeing the complete operations of Business Techno-Commercial Sales & Marketing, OEM – Key Account Management, Business Development, After Sales & International Business in Automotive, Auto Ancillary, Aerospace and Defence industry.

Profile Snapshot

- Result oriented senior management professional with 23+ years of rich experience of working with professionals, top executives across the globe in the Automotive, Defence and Aerospace Industry.
- A keen strategist cum implementer with recognized proficiency in spearheading operations of S&M / business with an aim to accomplish desired Budgeted plans, short to mid to long terms strategies and targeted goals successfully including P/L responsibility, CXO levels relationship management, revenue growth, sales volumes, market share, marketing strategy, CRM, MIS, lead generation, brand building, launches, dealer development.
- Adept in conceptualising, implementing plans / objectives in sync with vision and establishing corporate strategies & budgets for achievement of the targets.
- Adroit in the exceptional organization skills with a positive, professional attitude and a strong commitment to driving excellence across all the functional values streams within the organisation and at customer end ensuring desired results.
- Customer centric & proven skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competitor moves to achieve market-share metrics.
- Segments served 2W, 3W, 4W, CV, Tractor, Construction, Off Road, Railways, Industrial, DPSU's, OFB, Domestic and Foreign Defence and Aerospace Pvt OEM's etc. Have handled revenue profiles of upto INR 1000 Cr and a team size of 60+ team members.
- Possess excellent negotiation, presentation, Industry know-how and client relationship management & organizational skills. Enriched experience of working in multicultural environment with big Indian conglomerates, Japanese JV, US MNC, Big Indian MNC organisations.



EDUCATION

- Certificate Course in Masters in Mechanical Engineering from CIIMS Nagpur in 2012
- PGDBM in (Marketing & Systems) from IMT Ghaziabad in 2002
- Bachelors of ARTS from Delhi University in 2001
- Diploma in Mechanical Engineering from PUSA Institute, Board of Technical Education in 1996
- Diploma (ACAD R12) from PICAK in 1996



DOMAIN & INDUSTRY EXPERIENCE

Gained 23 years of experience in Business Development, Sales & Marketing (OEM) and Key Account Management In Automotive, Defence & Aerospace Industry

EXPERTICES WORKED WITH

Engineer S & M (1996 – 2002)	
Asstt. Manager S & M (2002 – 2006)	
Key Account Manager (2006 – 2008)	
Dy. General Manager – Head Marketing India (2008 – 2010)	
Vice President - S & M - India (2010 – 2012)	
General Manager – Head – OEM / AM / Int'l Business (2012 – 2016)	
General Manager - S & M - Head (2016 – Till Date)	

Core Competencies

- Strong relationships and systems knowledge of Automotive, Defence and Aerospace Sector across all segments – 2W, 3W, 4W, PV, CV, Tractors, Construction Equipment's, Industrial, Railways, Defence and Aerospace, DPSU's, Ordnance Factories, Domestic and International Pvt D&A OEM's, Tier1, SPD, After Market etc in India and Global Markets.
- P/L and working capital accountability.
- Have also headed the operations / production of two of the satellite assembly plants of engine cooling systems – Radiators etc.
- Handled revenues of INR 10000 Mn pa and a team size of 60+ members.
- Strategizing business directions ensuring profitability in line with organisational objectives
- Formulating business plan for overall development & accomplishment of top and bottom-line profitability
- Handling overall business operations (institutional sales & marketing) for conceptualising & implementing sound business strategies for accomplishment of sales targets
- Overseeing variable operations of sales and financing, fixed operations of service and parts and the business office – accounting and administration for channel and distribution business.
- Developing new clients/channel partners and negotiating with them for securing profitable business.
- Leading brand building, ATL, BTL marketing activities.
- Do Potential mapping, Forecasting sales targets and executing them in a given time frame and cost budgets thus enhancing clientele
- Identifying and networking with prospective clients increasing reach, generating business from existing accounts and achieving profitability and increased sales growth.
- Building and maintaining healthy business relations with high net worth and corporate clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms
- Lead Brand enhancement and promotional activity, product and scheme launches, implementation, utilisation; spend tracking as per budget, etc.
- Implementing high quality services, resulting in customer delight & optimum resource utilization for maximum service quality
- Leading and driving New Product Development across cross functional value streams like - design, quality, production, purchase, etc.
- Ensuring inventory and AR management and commercial aspects of business.
- Monitoring and ensuring adherence to Essential Operating Requirements (EOR), recruiting, training & motivating the manpower & ensuring quality deliverables in the market
- Providing direction to the sales team for ensuring optimum performance & enhancing their professional and soft skills
- Analysing the performance of team members and assigning them targets on regular basis

Employment Details

Since Jun'16: Motherson Sumi Systems Limited General Manager – Sales & Marketing

Key Result Areas (include in core competencies: 3 plants, role, customers, revenue profile etc

- Heading entire Chennai Operations in Sales and Marketing for all the three plants.
- Heading complete Business, Sales & Marketing operations – a strategic leadership level role at Pan India / Global level for Defence, Aerospace and security vertical for wiring harness and key accounts including big Indian OEM and DPSU accounts.
- Profit & Loss and working capital accountability.
- Sustaining and Enhancing the company's existing and aspired top and bottom Lines on a 5 year growth plan basis in line with group's vision OTT 2020.
- Custodian of system and process's – encouraging system thinking and adherence. Development of second line.

Highlights:

- Record New Business Bookings and Revenue growth across all OEMs surpassing all targets.
- Lead by example by enabling timely execution of launch events for various OEM's key strategic and flagship platforms.
- Delivered exponential top and bottom line 2X+ growth consistently each year in the newly relocated 3rd Plant.
- Leadership level drive for winning and sustaining key certifications and prestigious and strategic performance / customer awards.
- Representing the business in Global marketing meets and global leadership forum.

Aug'12 – Apr'16: Escorts Limited (Auto Products Division), Faridabad as General Manager – Head Sales & Marketing – (OEM/INTERNATIONAL BUSINESS/REPLACEMENT MARKET)

Key Result Areas:

- Spearheading the entire gamut OEM/INTERNATIONAL BUSINESS/REPLACEMENT MARKET Business's Sales and Marketing PAN India activity, registering highest growth ever in all three stated verticals.
- Deftly safeguarding the company's existing and aspired top and bottom Lines on a 3 year growth plan basis in line with group's vision 2020.

- Instrumental role in enhancing brand image and brand connect / relationship with esteemed existing and future strategic OEM customers, Defence and Ordnance Government Plants and Industry bodies like ACMA, SIAM, CII, etc.

Highlights:

- Credit of consistently enhancing top line by registering average 22% growth YOY since FY13 by engaging with all major OEM customers at highest level which resulted in increasing winning price and achieving a single source status in strategic high volume high contribution platforms.
- Dexterously involved in leading an improvement at company level on overall EAP contribution improvement and registered a 42% improvement in contribution since Oct'13 to Mar'14.
- OEM Contribution of more than 25% and Exports contribution of more than 35% achieved consistently in current FY16.
- Grew domestic Aftermarket by 50% and International business – export after market by 135% YOY in FY16.
- Handling more than 200 dealers and 10000 retailers in domestic after market.
- Handling international business through OEM and Aftermarket verticals with direct importers and merchant exporters.
- Introduced and implemented various MIS, beat plans, SLA's, Monitoring tools, review sheets, budget and target sheets, schemes, loyalty programs, market research questioners, secondary sales data collection sheet, competitor information sheet for Channel and distribution network.
- Strategized, launched various business growth initiatives, dealer schemes, Zonal dealer workshops and meets, business and credit policies, negotiations in channel business both in India and globally.
- Bagged more than 30 new OEM business's within 5 years revenue stream of more than INR 350 crores (USD 56 Mn) at an average contribution of more than 25% - in line with company's 3 year and vision 2020 objectives
- Grew OEM – SPD business by over 200% by extending relationship and operations to the dealer levels of oem's.
- Brought them in Escorts Dealer Management Portal for smooth execution of operations like lead generations, market expansion, sales and revenue growths, inventory management, order management, accounts and credit management, warranty and service management etc.
- Steered efforts in adding 8 new OEM's in organizations customer portfolio with entry in a new segment (PV) in last 2 years
- Acknowledged by Suzuki for 2 consecutive years for being the best supplier in development and delivery category respectively for 2012 and 2013
- Distinctively implemented systems for MIS, MOR, AOP, Performance appraisal, sales accounting, etc. and culminated the culture of kaizens in sales and marketing won the recognition for generating maximum kaizens in the division
- Actively took part and led company's representation in Auto Mechanica 2013 and Auto expo 2014 events and put up a good show
- Accredited as the top performer in the entire sales and marketing division work force including the aftermarket and exports vertical along with the nomination as a high potential fast track professional to be a part of "A" team at Group level which will act as an enabler to help Group achieve vision 2020
- Holds the distinction of being nominated for Aon Hewitt's 360 degree feedback process and got the best ratings from peers, subordinates, reporting manager, internal and external customers in it.

Dec'10 – Aug'12: Banco Products India Ltd., Vadodara as Vice President – Sales & Marketing

Key Result Areas:

- Accountable for catering Pan India Level business development and sales & marketing responsibilities
- Fore-fronted the business worth USD 100 Million being responsible for 5 plants with mid-term goal to enhance the same to USD 500 Million in the Indian Automotive OEM scenario

Highlights:

- Ensured leadership and Sr management level engagements and relationship management.
- Successfully increased the Top Line by 34% in the 1st year and projected a growth of 26% in the second year by maintaining a healthy bottom line.
- Worked closely with Aftermarket team in domestic and international market to enable them leverage extensive OEM presence.
- Grew OEM SPD business and strategically engaged with big 2w OEM extensively for SPD business for sales and revenue growth.
- Established a direct interface with OEM channel partners for service, warranty support and highest level of customer satisfaction to achieve objectives of increasing channel/spd business.
- Participated/exhibited in various Auto Expo's and regional auto trade exhibitions for both oem and channel verticals.
- Secured the highest SOB in Tata Motors amongst competition including their own group company.
- TML business increased to INR 100 cr from 29 Cr YOY.
- Actively inducted 2 new OEM's i.e. Honda Cars and Escorts enhancing the customer portfolio, also got business's for 2 new products introduced and launched in the AGRO segment
- Steered efforts in launching 30+ new SOP's in the year 2011-12, including the new business segments
- Acknowledged with the best supplier award from 2 big OEM customers (Tafe and M&M). Won 2 awards each from them in Chennai-Tafe and Prague – M&M.

- Segments handled – 2W, 3W, PV, CV, Tractors, Engine Manufacturers, Railways etc for Engine cooling and Engine sealing products.

Jul'08 - Nov'10: MindaRika Pvt. Ltd., Gurgaon as Deputy General Manager – Head Sales & Marketing

Key Result Areas:

- Instrumental role in tendering Pan India Level sales and marketing Responsibilities as Marketing Head by being fully accountable for top and bottom line numbers, annual budget and sales plan, midterm plan and growth strategies, enhancement of customer relationship and brand building

Highlights:

- Bagged the best Marketing Head Award for Communication and Presentation Category in the Group Marketing Meet for FY 2008-09
- Attained the Single Shot Sales and Mid Term Budget approval for FY 2009-10 from Leadership and Corporate Review Committee for the plant/unit
- Established direct interface with our After market company to grow channel business.
- Forecasting sales for entire channel and ensuring achievement of the same by keeping healthy inventory turnovers.
- Established direct connect with OEM dealers for warranty support, quality performance and customer satisfaction.
- Trained and arranged service camps for generating secondary sales and pull from the market.
- Secured business's worth over INR 300 MN, from MSIL for New Swift and won sourcing award for FIPL – Small Car (INR 375 Mn), AL – LCS for G-90 Project, ICML – Rhino – WRS and Inspire – Full Vehicle Set Switch Kit, from TKML for WRS for Inova Platform new Vehicle.
- Won RFQ's from Nissan Europe worth INR 1500 Mn, from TKML for Small Car (EFC-800L) worth INR 750 Mn and from HSCIL for small car (2CV) worth INR 292 Mn
- Efficiently & effectively carried out FX settlement negotiations at HSCIL, APR negotiations at MSIL ensuring profitability enhancement
- Segments handled – PV, CV – for automotive switches.

Initial Experience

Jan'06 – Jul'08: Delphi Automotive Systems Pvt. Ltd., Gurgaon as Key Accounts Manager

Sep'02 – Jan'06: TAL Manufacturing Solutions Ltd., Pune as Assistant Manager - Sales & Mktg.

Aug'96 – Aug'02: TPS Mfg. & Const. Co. Pvt. Ltd., Delhi as Engineer - Sales & Mktg.

Certifications

- Green Belt SIX Sigma Certified 2007
- E-Commerce certification from Big Leap (affiliated to IIT Khadakpur) in 1997

Personal Details

Date of Birth : 15th June, 1975
Address : BPTP Park Grandeura, F-1103, Sector-82, Neharpar, Greater Faridabad - 121007
Languages Known : English, Hindi and Punjabi