

RESUME

RUDRA PRASAD PADHI

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▪ **Profile Summary**

- **Strategic Business Leader** with nearly **24 years** of Extensive experience in managing end-to end business operations entailing **institutional sales, profit-centre operation, business development, revenue growth, channel management and marketing across Automotive Aftermarket/Spares.**
- Rich experience in increasing revenues and **growth top-line & bottom –line.**
- Expertise in **augmenting business and achieving sales growth** by using cost saving concept, thereby enhancing efficiencies in the business exposure of Commercial Vehicle, Passenger Car, 2Wheeler OE Sales & After-market Auto Components.
- In-depth **understanding of diverse markets** as well as different models of business with expertise in **mapping market trends** to provide critical inputs for **business development initiatives** and formulation of **pricing and marketing strategies.**
- Capable of expanding and **managing recently launched categories**, identifying new products opportunities and bringing them to market, coordinating product development across cross-functional teams and refining process to grow business.
- Excellence in **working closely with channel partners** to generate new business in existing accounts and in new markets; executed plans to reach out to the unexplored market segments & customer groups.
- Holding **strong relation with Key Decision Makers & Opinion Leaders** in a competitive environment which resulted in securing large strategic deals.
- **An impressive communicator** with honed interpersonal, hardworking, team building. Convincing and analytical skills.

- **Key Skills**

- Sales & Marketing Operations, Business Growth & Expansion, Profitability Management/Revenue Expansion, Channel Management/ Expansion, Product Pricing/Promotions, Market Research, Team Building & Leadership.

- **Soft Skills**

- Communicator, Motivational Leader, Strategic Thinker, Collaborative, Team Player, Innovative.

- **Work Experience**

- **Since Nov 2021 with Classic Industries as an Sr Sales Manager, Sales & Marketing Reporting to Marketing Head.**
- Visit OEM Tier 1 supplier & OEM manufactures for Chrome plating & Satin Plating in ABS Part Business.
- Collecting RFQ & NPD and follow-up the with Customer and settle down commercial set up.
- Crating project feasibility with business plan for OEM as well as Tier 1 customer.
- Customer Handle for OEM HERO, SUZUKI, HONDA.
- For Tier 1 Customer AG Industries, Sintex Bright, Machino Plast, LUMAX, Otsuka, Hyundai Mobis Etc.

From Sep 2019 to Oct 2020 with Top Motocomponents Pvt Ltd as a Sales Manager Sales & Marketing Reporting to Head Sales.

Key Result Areas:

- Developing & implementing long-term growth strategies to maximize ROI and develop Aftermarket Division Business and OEM Business.
- Developing business plans/ internal controls/SOPs to take the HELMET and E-RICKSHAW business to next level.
- Achieving Sales & operational objectives, assessing gaps & designing strategy to develop & expand channel. Implementing long-term growth plan to maximize top line profitability.
- Creating Project feasibility with business plans for Aftermarket Division, designing business development plans using customer & market feedback.

- Visit OEM Customer for HELMET and Plan customer window for new products.
- Follow up the RFQ & NPD regularly, Customer Handle SUZUKI, HERO, and ROYAL ENFIELD & TVS.

Jan-2016 to Aug-2019 with Shree Amba Industries as Sales Manager OEM

- Company is Manufacturing HELMET, BLINKER, SIDE MIRROR, FIBER PARTS, & HUB for 2Wheeler segments.
- Primary purpose of the job & major expected results Auto OEM performance monitoring and Reviews of low performing OEM. Ensure Customer satisfaction and MIS to managements, conduct annual OEM satisfaction survey and reports out to management coordination with office team for timely release of the report. To driving strategic initiatives for addressing pain areas and maximizing business returns.
- Job responsibility including tasks and activities performed by the position, timely release of customer performance score sheets to every quarter tracking the customer satisfaction survey process and ensure regular MIS of reports.
- Timely collect Form 'C' and follow up the payments and order. Handling RFQ and NPD, New development for OEM customer.
- Provide commercial offer to OEM and price negotiation, desired profile knowledge, cross functional knowledge in Auto Industry especially in internet technology and database.
- Add new customer/Vehicle manufactures, markets. Customer window for new development, forecasting monthly/annually sales target for existing customer. Leadership skill, Interpersonal skill, and Quality decision making.
- Customer Handle- SUZUKI, ROYAL ENFIELD, TVS AND HONDA.

July-2009 to Dec-2015 with Isar Tech Pvt Ltd as Business Dev Manager

- Company is Authorized Partner with ZF and looking spares and services. Under ZF SACHS and LEMFORDER parts are OE to European Trucks, Buses & Passenger Cars Earthmovers. SACHS brands is for Clutch & shockers & LEMFORDER brands is for Link rods and ZF parts are OE to Gear box for TATA, LEYLAND, VOLVO, MERCEDES BENZ & EARTHMOVERS.
- Primary purpose of the job to dealer performance monitoring and review of low performing dealers.
- Organizing and coordinating dealer meeting and programs, resolve the data and points related dealer queries.

- Visit Volvo Fleet owners, Earthmover dealer and generate demands for spare parts and service. Timely collect form 'C' and payments.
- Resolved all queries timely and supply the material smoothly.
- **June 2004 to June-2009 with Oct Hindustan Composite Ltd as Sr Sales Officer**
- Company is a part of Shri Raghu Mody Group of Company is one of the 50+ years oldest of specialization in friction business in India and Overseas.
- Handling the friction business in automotive segment of Car segment/HCV/ Tractor segments.
- Areas handled by me in this company are Delhi/Uttrakhand/Western UP.
- Sales promotion of material through aggressive approach & promotional through various Retailers/Dealers/Distributor scheme.
- Monitoring of Distributor sales & their physical stocks for smooth procuring of primary orders. Appointing Distributor in Western UP, and Dehradun market.
- Involved in handling after sales service, Company aggressively involved in brand positioning, organized product launch Car disc Pad.
- Organize Van campaign/ stall campaign/ Target linked scheme.

Sep-1998 to May 2004 with Escorts Mahle Ltd as Sr Sales Executive

- Company is brand leader for manufacturing PISTON, RINGS & LINER for Commercial Vehicle, LCV, Earthmover and 2Wheeler Segments.
- Primarily I have been assigned the job for Product Sales promotion- Pistons, Rings in Car/2Wheeler/Commercial Segments.
- Generate demand through Mechanics/Garages/workshops/Boring works/Retailers.
- Involved in sales promotion of the product range in Delhi/Haryana distribution areas.
- Organized Van Campaign/Road show/Mechanics get together/ Dealer meets.
- Provide to the management by doing the job most efficiently & during working company has upgraded myself by promoting.

Educational/Professional Qualification

- MBA in Marketing from EILLM School of business management.
- Diploma in Electrical from State Council of Technical Education.
- Matriculation from Board of Secondary Education.

Personal Details

NAME- RUDRA PRASAD PADHI

MARTIAL STATUS- MARRIED

LANGUAGE KNOWN- ENGLISH, HINDI, ODIYA

DATE OF BIRTH- 25-05-1972