



## MOHAMMED MUSHRAF JAMAL

Mobile: +91-9440707777, 8985077777

E-mail: [jamal.sonalika@gmail.com](mailto:jamal.sonalika@gmail.com)

Seeking assignment in Sales & Marketing (Domestic/International)/ Business Development / Dealer/Channel Management with an organization of repute.

### PROFESSIONAL SYNOPSIS

<b>Sales &amp; Marketing</b>	→ A dynamic professional with over <b>18 years</b> of experience in Sales & Marketing, Business Development, Brand Management, Dealer /Channel Distribution Management, Commercial Management & Team Management.
<b>Business Development</b>	→ Executing operations pertaining to marketing of products, developing Business plans for achievement of these goals.
<b>Brand Management</b>	→ Demonstrated abilities in implementing strategies for augmenting business, identifying and penetrating into new market segments.
<b>Dealer Management</b>	→ Cementing healthy relations with dealers & stockists for smooth operations.
<b>Team Management</b>	→ Expertise in exploring new markets for expanding businesses and streamlining new operations.
	→ Possess strong analytical, communication skills, problem solving, Cross Functional Coordination and organizational abilities along with Training & Development capabilities.

#### Objective:

**Grow along with the Organization by demonstrating continued exceptional performance.**

#### Vision:

**To create and achieve significant mile stones in the Organization business by bringing in innovative ideas.**

### PROFESSIONAL CAREER HIGHLIGHTS

#### **1. Dealer Partner – Royal Automotives Authorized Dealers for Sonalika Tractors, Spare Parts & Implements – From Mar 2018.**

- Managing overall 3S Dealership operations.

#### **2. International Tractors Ltd (Sonalika Tractors) – From Dec 2014 to Mar 2018**

Key responsibilities as **Regional Manager – State Head - Telangana State** :

- Cascade monthly dealer targets and monitor target achievement of the Team. Allocate the monthly volumes into daily volumes by models and variants for the team/dealers. Tracking Plan vs Actual accordingly.
- Participate in enquiry/prospect generation activities/ customer events and meets/Dealer nurturing program with the objective of enhancing sales volumes for the assigned State.

- Suggest and provide inputs to dealers to enhance daily sales through various Promotional activities, Plant visits, meetings with bank representatives, trainings, Different types of events etc. in order to achieve the targeted volume of the dealer.
- Monitor the working capital, Fund rotation per dealer through Advance Tracking. Influence the crediting bank for faster rotation of funds as and when required.
- Follow up with dealers for additional Fund requirement for seasonal period, Receive the billing requirements from dealers.
- Follow up with the dealers for completion of required documentation for necessary Channel funding, Inventory funding, Fund requirements to minimize financial issues for enhancing sales.
- Collect/Analyze Market share related information from RTO and share with Zonal Manager. Identify and visit competition dominated pockets for counter strategy formation.
- Seek feedback from own customers and competitions customers, Visit competition's dealerships to understand market trends, sales and promotional activities etc.,
- Share relevant information with Sales, Service, Spares and Product marketing in order to gather timely and adequate intelligence.
- Participate in demonstrations, customer meets and service campaigns organized by the team. Generate inquiries and monitor closure of sales by Internal/External dealer team.
- Conduct on job trainings and share knowledge on new products, product changes, financials, MIS etc. with the Dealer team at the dealerships including the new staff at the dealerships;
- Highlight the differences of the product from the competition, Provide inputs on understanding the area, calculate the industry / market size, Market share and other related parameters.
- Generate ideas on ways to enhance sales in order to enhance manpower productivity and achieve target volume.
- Experience in Handling Government/Institutional/Tender Business.
- Handling activities related to Channel development for the state of Telangana, Responsible for appointment of dealers in weak/vacant areas- expanding the Network and reach, Replacement/ restructuring assessment of dealerships.

### 3. Mahindra & Mahindra Ltd., From Sept. 2004 to Dec 2014

Key responsibilities as **Deputy Area Manager – Sales** :

**F15 :- Handling Mehabubnagar, Hyderabad, R.R.Dist, Medak, Karimnagar Dist – Telangana.**

*(With special assignment of handling complete Telangana)*

**F14 :- Handled Mehabubnagar, Hyderabad, R.R.Dist, Medak & Nizamabad Dist – AP.**

*(With special assignment of handling complete Telangana)*

**F13 :- Handled Mehabubnagar, Hyderabad, R.R.Dist, Medak & Nalgonda Dist – AP.**

*(With special assignment of handling complete South Telangana)*

**F12 :- Handled Mehabubnagar, R.R.Dist, Medak & Nalgonda Dist – AP.**

**F11 :- Handled Hyderabad, R.R.Dist, Mehabubnagar and Medak Dist – AP.**

**F09 & F10 :- Handled Mhb'nagar, Khammam, Warangal, Hyderabad, R.R.Dist, Medak Dist – AP.**

- Manage a set of dealerships to achieve the business parameters like volumes, market share, collection, deliveries, spares part sales etc.
- Ensuring viable distribution network by appointing dealers, sub-dealers for appropriate market coverage.
- Ensure availability of trained manpower in adequate quantity at dealerships.

- Facilitate / coach the dealers and staff for implementation various systems like MSS, Pancharatna etc.,
- Ensure availability of appropriate service infrastructure and drive implementation of service systems for improving customer satisfaction.
- Managing business development activities entailing mapping of new markets and developing them for attainment of periodical targets Marketing/ Promotions/ Product Launches. Execution of events like local level sales promotion campaigns, product launches etc.
- Train the Dlr sales team on sales processes, new product features/Modifications.
- Track the competitor activities, capture feedback on performance of competitor (and our) products.
- Design and implementation of specific incentive schemes for dealers.
- Liaisoning with financial institutions / banks for exploring new avenues for retail financing of product.

### **From Sept 2004 to May 2008.**

Key responsibilities as **Manager - Commercial**:

- Marketing, Sales, Distribution and MIS.
- Supervise and manage the administrative, commercial and accounting activities.
- Involved in periodic forecasting of tractor.
- Complete responsibility of Institutional Sales.
- Entire stockyard management.
- Entire management of dealer finance cycle vis-à-vis company business - Collection, Channel funding, monitoring cheque bouncing, Issue credit / debit notes accurately and in time e.g. sales returns / dealer incentive / salesmen incentive / other sales promotion related credit / debit notes etc.
- Monitor dealer incentive schemes focusing on company benefits.
- Maintain and monitor systems within the organizations in order to be prepared for external audits.
- Tracking/compilation of various data/reports for the entire zone comprising of 11 area / sub offices.
- Managing dealer conferences, product launches, events etc.
- Ensure implementation & improvement of processes and activities in Supply of tractors, Credit Monitoring & Collections.

### **4. BPL Engineering Ltd., - From June 2004 to Sept 2004**

Key responsibilities as **Asst. Manager - Commercial**:

- Organizing billing/dispatches for outstation destination by coordinating with the transporters, Monitoring of Stocks (Customer wise) Defective stocks to be called back.
- Monitoring Collection, receipts are made correctly, Credit / debit notes are issued accurately and in time e.g. sales returns (if any), incentives, other sales promotion related credit / debit notes etc.
- Supervising loading and unloading of trucks, complete outward movement of compressors/motors.
- Ensuring preparation of all statutory document requirements as required by various rules for outstation dispatches.

### **OE's & Service:**

- Taking customer requirements for next month (preferably before 20th of the month)
- Make Production Plan week wise, day wise accordingly. (Communicate to purchase and production)
- Ensure timely dispatches of the material.
- Coordinate/follow up for the payments, Invoice discounting, Negotiation of LCs, PDCs etc.
- Track the market receivables to ensure on-time receipt of payments and recovery.

### **PURCHASE:**

- Sales and Production Plan to be given to Purchase Department for necessary Material requirement, coordinate for necessary availability of parts for the line.
- Expedite the payments (co-ordinate with Accounts) for the material critical for the line.
- Requirement of tools and Spares to be taken from Production and forwarded to purchase so that production loss is not there due to breakdowns in the line.
- Co-ordinate for Supply schedule of the suppliers, Purchase Orders for material related to Compressors/Washing Machine Motors.

### **PRODUCTION:**

- Monthly requirements to be given to production (Production Plan week wise day wise)
- Co-ordinate for sudden changes in the requirement of customer.
- Taking daily figures for production, reasons for loss of production.

### **DESPATCHES & QUALITY:**

- Customer to be informed of the dispatches taking place regularly.
- Keep customers informed about the stocks at C&Fs.
- Keep Pressure on the customer for fast liquidation of slow moving models.
- Recording of the customer complaints and passing to the quality for taking proper action.
- Ensure that test certificates are reaching the customers as desired.

## **5. Mahindra & Mahindra Ltd., - From April 2001 to Jun 2004**

Key responsibilities as **Officer – Commercial (Apr2001-Jun2004):**

Worked with Mahindra & Mahindra Ltd., Tractor Division, Secunderabad in the Marketing and Sales Dept. with hands-on experience in Marketing, Sales & Distribution, Finance, Accounting control, Dealer financing & MIS.

- Sales Accounting of Dealers: To ensure that billing is done correctly specifically w.r.t. Diversion, Sales returns etc.,
- Collection receipts are made correctly, monitoring cheque bouncing per dealer, Issue credit / debit notes accurately and in time e.g. sales returns / dealer incentive / salesmen incentive / other sales promotion related credit / debit notes etc.
- Tie ups with various banks to assist dealers in getting retail finance.
- Dealer s Reconciliation: At each month end ledger for the month is sent to dealers and confirmations are obtained. To Resolve queries raised during these confirmations. Release monthly status report on dealer reconciliation to HO.
- **Imprest Management:** Ensure that cash is utilized properly so that at no point AreaOffice is short of cash. Foresee and report in time for special cash requirement (if any). Ensure that all Tax Rules are followed as per guidelines given by HO, Accounts.
- Institutional Sales: Involved in conducting events at EME/AOC centres towards promoting special scheme for Defence personnel.

### **Stockyard Management:**

- Organizing billing/dispatches of Tractors to all A.P dealers as per FIFO method.
- Manage stockyard housekeeping standards, ensuring high quality cleanliness; identify new and better space/time saving techniques, methods for storage and safekeeping.
- Involved in periodic forecasting of tractors to HO.
- Establish and maintain an effective filing system for handling documents and reports.
- Receipt of tractors, physical verification of quantity as per Invoice.

- Supervising loading and unloading of tractors, complete inward and outward movement of tractors.
- Visual inspection of tractors before taking into stock.
- Arranging tractors for local dispatch as well as for outstation destination (if any) by coordinating with the transporters.
- Ensuring preparation of all statutory document requirements as required by various rules for outstation dispatches.
- Preparing claims for the damaged tractors while in transit.

#### **Record keeping:**

- Making SYIR report for received tractors & OIR for dispatched tractors.
- Maintaining Inward/Outward/Stock/Transit Claims registers for all receipts & dispatches.
- Maintaining Tractor SI. No wise stock reports to be sent to HO as per the need.

#### **Stock Taking:**

- Involved in the stock taking procedure, which is carried out on by external Auditors on half/yearly basis.
- MIS: Reporting daily/weekly/monthly physical deposits in Bank (Collection)/Billing/Retail/Delivery/Stock status to HO. Likely weekly collection for next week/month. Report on cheque bouncing and follow up for clearance.
- Monitoring Dealerwise Exposure / Involvement to avail Private Finance from various Agencies for the current month.
- Conveying Dealer Incentive Schemes and actuals on monthly basis by first week with scheme for next month to HO.
- Giving expense provisions by 4th of next month for expenses incurred but not booked / bills not received.
- Giving support to external auditors so that audit is completed on time, Area office administration responsibilities.

#### **ACHIEVEMENTS:**

- ◆ Awarded Highest Volumes/Collections award for South India.
- ◆ Awarded All Rounder award for South India.
- ◆ Awarded with spot awards for best sales/retails/collections/Product Launches at All India/Zone/State levels.
- ◆ Awarded with Best Commercial Manager award.
- ◆ Awarded for getting confirmed order through institutional sales
- ◆ Awarded for organizing of conferences/events at All India Level
- ◆ Awarded Best Competitor intelligence commando award and many more.
- ◆ Awarded Best Zonal Team Member award for South India.

#### **INFORMATION TECHNOLOGY :**

- Knowledge of operating SAP R3 (ERP) system (Post implementation user) in Financial Management (FI), Sales & Distribution [SD], Material Management (MM) & MS Office.
- Operating Systems: Windows10.

#### **PERSONAL PROFILE**

Name : MOHD MUSHRAF JAMAL

Date of Birth : 23rd September, 1975

Marital Status : Married

Languages Known : English, Hindi, Urdu & Telugu.

Educ Qualification : B.Com MBA

Technical Qualification: Hons. Diploma in Computer Applications.

**Passport details** : Passport No. : R1601254  
Date of Issue : 17/07/2017  
Date of Exp : 16/07/2027  
Place of Issue : Hyderabad, India.

**(MOHD MUSHRAF JAMAL)**