



CURRICULUM VITAE

RAJESHKUMAR M PATEL

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EXECUTIVE PROFILE: Sales & Marketing, Business Development, Network –Channel Management & Dealer Development.

Highly accomplished enterprising visionary combining outstanding sales & marketing talents with high caliber, general management qualities. Result-oriented decisive leader, with proven success in establishing a lasting presence in new markets, identifying growth opportunities and initiating strong business alliances. Designing winning sales strategies and driving team to reach challenging sales goals. Consistently exceed sales expectations in highly competitive markets.

CORE COMPETENCIES:

- * Innovative Leadership Style
- * Brand Positioning Strategies
- * Product Placement Concepts
- * New Product Launching
- * Sales Team Building
- * Sales Campaigns
- * Sales Tactics & Management
- * New Business Development
- * Market Intelligence
- * Sustainable Network Planning
- * Profitable Revenue for Organization & Channel Partners
- * Understanding of Rural Eco- Systems, Segments Target groups, Influencers & Competitors.
- * Good Communication, Interpersonal, Negotiation & Analytical skills

Total Years of Experience : 23 Yrs. & 0 Months.

Current Location : **Ahmedabad. Gujarat.**

Location Preference : **Ahmedabad, Gujarat.**

Last CTC : Rs.25.25 Lakh. (W/O Variables) Captain Tractors

Notice Period : **1 Month (30 Days)**

EDUCATIONAL QUALIFICATION

ENGINEERING : **B. Tech. (Agricultural Engineering)** in 1998 with 71.3 % (First Class) from Gujarat Agriculture University, Junagadh.

HIGH SCHOOL (10+2) : In 1994 with 68% (First Division) under GSEB, Gandhinagar.

HIGH SCHOOL (10th) : In 1992 with 82.5% (First Division) under GSEB, Gandhinagar.

TRAINING EXPOSURE

- Successfully completed a one month intensive practical & theoretical training on TRACTOR and Agricultural Mechanization at **Farm Machinery Training and Testing Institute, Anantpur, A.P. in July-1997.**
- Successfully completed a one month intensive practical & theoretical training on Agriculture Processing Engineering & Marketing of agro based product, at **Gujarat State Co-op. Marketing Federation Ltd., Ahmedabad, in July-1998.**
- Successfully completed 15 days training on Sales, Marketing, Channel Management, Customer relationship & Product positioning at **Escorts Institute of Farm Mechanization, Banglore in Sept'2002.**
- Completed three phase of training on Product, Management skills & Dealer's viabilities by **NIS Sparta at EIFM, Banglore in 2004-05.**
- Successfully completed senior managerial training- **Advance Gurukul from Smmart, Mumbai in CTPL.**

PRESENTLY ASSOCIATED WITH

Company Name: M/s. SHRINATHJI AGROTECH, DABHOI, DIST. VADODARA

Company Profile: Company is Authorized Dealer of VST Tillers Tractors Ltd- Bangalore (Tractors & Farm Implements), Atlantis Agrotech Pvt Ltd- Rajkot (Rotavators & Agri Implements), ForexT Battery, Indonol Oil. We are providing Sales, Services & Spares of VST Tractors, Agri Implements, Battery, Oil etc to our customers from more than 2 Yrs.

Designation : Managing Partner.

Duration : From Jan-2020 to till date Location: Dabhoi, Dist. Vadodara, Gujarat.

PROFESIONAL WORK EXPERIENCE

(1) Company Name: M/s. CAPTAIN TRACTORS PVT. LTD.

Company Profile: Captain Tractors is pioneer of Small/Compact (Mini) tractors and one of the largest exporter of single cylinder tractors in India. Company is having range of 10 to 30 HP series in small tractors with 25+ variants. It is only company providing complete farm mechanization solution to small & marginal farmers with 60+ implements range. Captain Tractors having international presence in almost all continents.

Designation : Deputy General Manager- Sales & Marketing for West Zone (Gujarat, Maharashtra, M.P, C.G).

Duration : From April-2016 to Dec-2019 H.Q: Ahmedabad, Gujarat.

(2) Company Name : M/s. ESCORTS LTD. (Agri. Machinery Group, Tractor Division)

Company Profile: One of the oldest leading Automobile & pioneer engineering company in India and flagship of **ESCORTS** group. The company is manufacturing and exporting of **ESCORT, FARMTRAC & POWERTRAC** brand agriculture **TRACTORS** & others unique farm machinery with market leadership in India.

Designation : **Regional Business Manage- Sales, Bhopal (M.P).**
Duration : From Oct-15 to Mar-16. (6 Months)

(3) Company Name : M/s. TATA MOTORS LTD. (PVBU-Passenger Vehicle Business Unit)

Company Profile: Tata Motors is one of the largest automobile company of India and flagship of Tata group. Tata Motors is market leader in commercial vehicle segment and among top five in passenger vehicles with winning products in compact, midsize car and utility vehicle segment. It is the world's fourth largest truck and bus manufacturer. Tata Motors having international presence in almost all continents.

Designation : **Senior Manager- Dealer Development & Network Manpower Training.**
PVBU, Mumbai for West-2 Region.

Duration : From Sept-14 to Sept-15 (Total 4 Years 2 Month)

Designation : **Senior Manager- Dealer Development-PVBU, Ahmedabad (Gujarat)**

Duration : From July-11 to Aug-14.

KEY RESPONSIBILITIES AREAs

- As a Senior Manager- Dealer Development & Network manpower training with Tata Motors- Passenger Vehicle's- Looking after Network expansion- Sales & Services in Gujarat & Mumbai, Appointed 9 new dealers (NED-6, FR-3, FRSX-1) in Gujarat & Rajasthan within 1 Year. Currently leading team of 5 nos. training manager in TML for W2.
- Drive the dealership renovation project in Gujarat under new retail identity-Fitch. Drive implementation of Cup52 norms & profitability of FR dealerships in Gujarat. Looking after manpower recruitment & productivity, implementation of system and process, manpower training across the region.

(4) Company Name : M/s. TAFE LTD. (Tractors and Farm Equipment Limited-Chennai)

Company Profile: One of the oldest, largest and leading tractor companies in India and flagship of **AMALGAMATION** group. The company is manufacturing and exporting of **TAFE & MASSEY FERGUSON** brand agriculture **TRACTORS** & others unique farm machineries with market leadership in India. The company has an India's largest tractors range from 25 HP to 75 HP with various models and key features. Apart from being among top five tractor manufacturers in the world, TAFE is also involve in making diesel engines, gears, panel instruments, engineering plastics, hydraulic pumps, plantations and passengers cars distribution through other divisions and wholly owned subsidiaries.

Designation : **Sr. Area Manage –Sales & Marketing, Nagpur (Maharashtra).**

Duration : From Sept-09 to June-11

(5) Company Name : M/s. ESCORTS LTD. (Agri. Machinery Group, Tractor Division)

Company Profile: One of the oldest leading Automobile & pioneer engineering company in India and flagship of **ESCORTS** group. The company is manufacturing and exporting of **ESCORT, FARMTRAC & POWERTRAC** brand agriculture **TRACTORS** & others unique farm machinery with market leadership in India. The company has a India's largest tractors range from 25 HP to 80 HP with various models and key features. The company is also diversified in several businesses like Automobile Components, Construction Equipments & Material handling and Railway equipments.

Designation : Area Business Manage- Sales, Indore (M.P).
Duration : From June-06 to Aug-09.

Designation : Manager- Channel Management- Bhopal (M.P).
Duration : From Feb-06 to May-06

Designation : Assistant Manager -Sales, Ahmedabad (Gujarat).
Duration : From September-02 to January-06

(6) Company Name : M/s Mahindra Gujarat Tractor Ltd. Baroda. (A mahindra Group Company).

Company Profile : The Company is one of the oldest TRACTOR manufacturers in India. The company is manufacturing and exporting of agriculture Tractors & Diesel Engines with brand name of **SHAKTIMAAN** (Earlier was **HINDUSTAN**). The company has wide range of Tractors between 31H.P to 80H.P.

Designation : Sales Executive, Location: Baroda.
Duration : 2 years and 2 months (From July-2000 to August-2002)

(7) Company Name : M/s Field Worthy Equipments Pvt. Ltd. Ahmedabad.

Company Profile : The company is manufacturing and exporting of advanced unmatched type agriculture machinery with brand name of **VARDAAN**.. The products of company's like Self Propelled **Power Reaper** (Harvesting Machinery for cereals crops), Universal Power Thresher and Rotavator. Also others attachments like Irrigation Pumps, Power Sprayer of Pesticide, Mini Transport Trolley on Power reaper

Designation : Marketing Executive, Location: Ahmedabad.
Duration : 1 year and 6 months (From Jan-1999 to June-2000)

KEY RESPONSIBILITIES AREA HANDLED IN SALES & MARKETING

- Leading & manage team of SH's-2, AM's-4, Territory Sales Executives (25), DDM's-01 Field Officer (06).
- Part of Senior Management team in CTPL and playing major role in strategic decision of company for Sales, Marketing & Service.
- Looked after network of 21 dealerships (TAFE-16 & Eicher-5) at Nagpur and 16 dealerships of Escorts at Indore.
- New dealer development & distribution of product, improving dealer management & channel management at micro level. Monitoring & reviewing the performance of dealer's network and Area Office Sales team. Setting targets for dealers, Sales team & motivate them to achieve targets.
- Planning of Below the line Sales promotional activities like Customers Meets, Bankers Meet, Salesman Meet, Rallies, Road Show, Field demonstration of products, Mechanic Meets, Door to Door Customer's contacts, New Product launches and various promotional campaigns to boost up the sales at Area Office level.
- Planning & forecasting of Sales & Zonal Office Budget, Product positioning, Prices, Marketing strategy and collection plans for Area Office. Applying new initiatives in sales process to increase share of market. Good influence in Tractor & automobile market.

- Identifying and exploring new business opportunities & managing new product launches to tap profitable business opportunities. Analyzing marketing trends and tracking competitor's activities and providing valuable inputs for fine tuning sales & marketing strategies. Driving sales efforts for attainment of periodical targets with a view to optimize revenue from primary and achieve business excellence.
- Manage Dealer Funding and Working Capital. Forge Retail Finance tie-up with NBFC's and Banks requiring continuous monitoring at Local and Corporate Level. Exposure of providing Retail Finance & Channel Finance facility to dealers on Tractors & others farm machineries from various Banks & Private financial firms.
- Also looking of Institutional and Industrial Sales of Tractors in all Govt. & Semi Govt. Departments, NGO'S and Private sectors.
- As a channel Manager, Strategic planning at dealership level, Teambuilding at dealership level, Training of dealers staff, Systems implementation at dealership level, Channel & Retail finance support to dealer, Advertising & Media planning, Below the line activities planning & monitoring, Periodically Review of dealers performance & sales team.

KEY ACHIVEMENTS

- Increased SOM of CTPL in Gujarat from 10% to 16% within two years. Strengthen Dealer's Network in Gujarat & Maharashtra and started new business in MP. Achieved No.2 position of CTPL in Gujarat from Last two years in 0-30 HP Segment. Strengthen network of CTPL's in Gujarat, Maharashtra & M.P by appointing new dealers- 40+ in last two years.
- Appointed 9 new dealers (NED-6, FR-3, FRSX-1) in Gujarat & Rajasthan within 1 Years with Tata Motors. Rewarded for best Dealer Development Manager in FY 11-12. Received best Manager-Dealer Development award in 2012. Drive renovation of 11 outlets as per new retail identity in Gujarat within one year.
- As a Area Business Manager, Increased MS of Escorts tractors from 12% to 18% in Indore region within 24 months. Appointed 5 new dealers in Escorts Channel Team. Increased company revenue in four folds.
- Appointed 6 new dealers for HINDUSTAN tractors to strengthening dealer's network. Increase the sales of tractors from 50 to 250 tractors in 2000-01. Good experience of arranging tractor's demonstrations and sales promotional activities in rural areas.
- Increase 6% Share of Market of ESCORTS, FARMTRAC & POWERTRAC Tractors in Saurashtra territory. Appointed 4 new dealers in Saurashtra (Gujarat) to strengthen dealer's network to improve business. Awarded A+ Performance by Company in 03-04. Also appointed 3 new dealers at Ahmedabad A.O. Established excellent brand image of FARMTRAC series tractors in my territory. Rewarded best TBM for Gujarat in FY 03-04.
- Appointed 2 new dealers of TAFE at Nagpur AO. Increased MS of TAFE by 1.5% within 18 months tenure.

PERSONNEL DETAILS

Date of Birth : 14th January 1977.
Marital Status : Married.
Religious : Hindu, Kadva Patidar.
Nationality : Indian.
Languages Known : Gujarati, Hindi & English

EXTRA ACTIVITIES:

- Awarded by National Merit Scholarship.
- Participated in tractor driving competition organized by ISAE.
- Two times selected in college cricket team.
- Voluntary participated in NSS.
- Member of Alumni association of CAET-Junagadh

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