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## AREAS OF EXPERTISE

- Sales Demand & Supply Planning
- Market Forecasting
- Strategic Execution
- Dealer & Channel Partner Management
- Customer Engagement & Retention Strategies
- Digital Transformation & Service Marketing
- Business-IT Alignment
- Enterprise Architecture
- Relationship Management
- Process Optimization
- Operational Excellence
- Cross-Functional Team Leadership
- Warranty & After-Sales Service Management
- Stakeholder Collaboration

## SKILLS

- Communications
- Decision Making
- Problem-solving
- Organizational
- Interpersonal Skills
- Innovation

## EDUCATION

- BE (Mechanical Engineering), KLE Engineering College, Belgaum - 2007

## PERSONAL DOSSIER

- Date of Birth: 18th Oct 1984
- Languages Known: English | Hindi | Kannada | Marathi

# NIKHIL DESHNUR

Transformational Automotive Sales & Service Leader | Market Strategist | Digital Innovator

## PROFESSIONAL SUMMARY

- A dynamic, results-driven leader with over 18 years of rich exposure in sales demand & supply, customer service marketing, and after-sales business development.
- Expert in demand forecasting, supply planning, and strategic execution, ensuring seamless market-production alignment to maximize sales performance and dealer profitability, success in supplier management, business planning, and contingency strategy development, ensuring profitability and reinforcing brand integrity.
- A visionary in customer engagement and service brand promotion, having spearheaded high-impact initiatives such as Toyota's "Q Service" and "Extended Warranty" programs.
- A digital transformation catalyst, leveraging technology to streamline operations, enhance customer experiences, and drive service marketing innovation.
- Adept at fostering collaboration across global and regional teams, aligning strategies with Toyota Motor Corporation (Japan) and Toyota Motor Asia (Singapore) to optimize supply chains, sales operations, and business growth.
- Committed to operational excellence, talent development, and the integration of business and IT strategies to fuel digital innovation.
- A data-driven strategist and customer-centric leader, dedicated to continuous improvement, market expansion, and driving organizational success through transformative leadership.

## WORK EXPERTISE SUMMARY

- **Strategic Sales & Market Optimization:** Driving sales excellence through strategic demand forecasting, and precision-driven nationwide distribution to maximize market alignment.
- **Training & Development** – Lead programs that enhance customer, dealer, and driver performance through structured feedback and evaluation.
- **Service & Warranty Operations** – Optimize warranty administration, elevate customer satisfaction, and strengthen service provider networks.
- **Channel Partnerships & Market Growth** – Establish strong, financially stable partnerships through dealer oversight, supply chain optimization, and compliance enforcement.
- **Client Management & Revenue Growth** – Build lasting corporate relationships, refine inventory management, develop skilled teams, and resolve customer issues with urgency.
- **Supplier Collaboration & Strategy** – Develop strategic supplier partnerships, driving innovative business models and contingency planning to enhance profitability and brand trust.
- **Business-IT Synergy** – Champion enterprise architecture, mentor IT teams, and lead digital innovation initiatives.

## CERTIFICATION

- Fundamentals of Diesel Engine Maintenance – Mahindra & Mahindra Ltd.
- Genset Quality Training – Mahindra & Mahindra Ltd.
- Interpersonal Skills Training – Conducted by Honda, Japan.
- Comprehensive Expertise in Diesel and Petrol Engines.
- Engine Service Training Program – Specialized technical training.
- Proficient in Microsoft Office Suite.
- Implementing Toyota's World-Renowned Principles in daily operations for efficiency and excellence.
- Toyota Business Practice (TBP) – A structured, problem-solving methodology for continuous improvement.

## CAREER SNAPSHOT

**Mahindra & Mahindra**  
Jul 07-Dec 08  
Territory Manager



**Hyundai Motor**  
Aug 10-Sep 11  
Senior Executive



**Honda Motorcycles & Scooters**  
Dec 08-Aug 10  
Executive Engineer



**Toyota Kirloskar Motor**  
Sep 11-till date  
Deputy Manager – Sales Demand & Supply

### WORK EXPERTISE IN DETAILS

#### Toyota Kirloskar Motor Pvt Ltd.

**Sep 2011 to till date**

##### Deputy Manager – Sales Demand & Supply | Head Office (Bengaluru)

##### Jan 2023 to till date: Deputy Manager – Sales Demand & Supply | Head Office (Bengaluru)

- Orchestrating **demand forecasting and supply planning**, ensuring seamless **market-production alignment** for optimal **sales performance** with a high-performing team of 5 members, fostering strategic execution and achieving business objectives.
- Developing **data-driven sales strategies**, leveraging market intelligence, dealer analytics, and competitive insights to optimize vehicle allocation.
- Leading **nationwide vehicle distribution**, implementing precision-driven allocation models to **maximize market share** and dealer profitability.
- Spearheading end-to-end operational excellence, optimizing processes from **production planning to final customer delivery**.
- Driving cross-functional collaboration, aligning production, logistics, and regional sales teams to enhance **operational efficiency and business growth**.
- Synchronizing sales and supply strategies with **global stakeholders**, including Toyota Motor Corporation (TMC), Japan, and Toyota Motor Asia (TMA), Singapore.
- Elevating **dealer business performance**, providing strategic insights and operational support to enhance market penetration and revenue growth.
- Enhancing **supply chain agility**, proactively managing market fluctuations while ensuring **production efficiency** and seamless **order fulfilment**.
- Conceptualizing and executing **consumer benefit programs**, strengthening **customer engagement** and boosting sales conversions.
- Conducting **high-impact market analysis**, identifying emerging trends and opportunities to refine sales and **supply chain strategies**.
- Ensuring **regulatory compliance** and certification processes, facilitating smooth vehicle conversion and adherence to industry standards.

##### Jan 2018 to Dec 2022: Customer Service Marketing | Head Office (Bengaluru)

- Spearheaded Toyota's service brand promotion initiatives under the "Q Service" umbrella, driving enhanced brand recognition and customer trust.
- Designed and executed high-impact customer engagement campaigns, strengthening brand loyalty and fostering deeper customer connections.
- Launched and managed the "Extended Warranty" program, delivering enhanced value and long-term peace of mind for customers.
- Directed strategic growth of the Toyota Connect app, boosting downloads, engagement, and service adoption.
- Planned and executed regional service campaigns to enhance customer retention and after-sales revenue.
- Developed & scaled SMILES – Toyota Value Package, a flagship customer retention program to maximize lifetime value.
- Innovated service marketing strategies through strategic vendor collaboration to elevate customer outreach.
- Orchestrated nationwide product launch events to coordinate media, press, and vendors for maximum brand impact.
- Delivered key business insights to top-level leadership, driving data-backed customer retention strategies.
- Championed the CSKE - Asia Pacific initiative, successfully deploying the VCare – 5K service retention program across India, setting new benchmarks in customer service excellence.**

##### Jan 2014 to Dec 2017: Customer Satisfaction Enhancement | Head Office (Bengaluru)

- Revamped customer satisfaction surveys by integrating new technologies to capture accurate customer feedback.
- Designed dealer motivational schemes to enhance overall customer satisfaction and engagement.
- Led induction programs for new hires (Manager level and above), ensuring alignment with Toyota standards.
- Played a key role in a cross-functional team to develop the next-generation "Toyota Connect" mobile application.
- As the key liaison between regional and head office, driving operational planning and dealer alignment to achieve Customer Satisfaction KPIs.

- Launched the internationally recognized "India Delight Committee (IDC)," shifting focus from customer satisfaction to customer delight.
- Developed the "Work-Life Balance" project to assess field team capabilities and enhance skills through training collaboration.
- Spearheaded the digital transformation of service reception and delivery, implementing tablet-based processes for opening and closing repair orders.
- Managed vendor relationships to implement technology-driven solutions, including an online payment gateway for seamless transactions.

#### **Sep 2011 to Dec 2014: After-Sales Business Development | Regional Office (Mumbai)**

- Optimized after-sales business KPIs through performance analysis and corrective actions, ensuring adherence to the Toyota Way.
- Enhanced customer satisfaction and service retention by improving quality and operational efficiency.
- Led pilot initiatives, streamlining business processes and reinforcing Toyota Standards.
- Conducted audits to maintain service excellence and regulatory compliance.
- Analyzed market trends and competitors to refine after-sales strategies.
- Executed strategic initiatives to drive business growth, efficiency, and profitability.
- Established parts operations as per Toyota seven storage techniques, Inventory control management, achieving parts target, handling parts issues.
- Supporting in Customers' complaints resolution, improving the CSI score, organizing customer's meet, customer survey conduction.

#### **Hyundai Motor India Ltd.**

**Aug 2010 to Sep 2011**

#### **Area Parts & Service Manager (Senior Executive)**

- Led initiatives to achieve high CSI scores in dealerships and regional JDP surveys, ensuring seamless service process implementation and continuous improvement.
- Oversaw warranty decisions, conducted audits and ensured adherence to company standards while driving service campaign execution.
- Spearheaded service network growth, implemented the Hyundai Dealer Enhancement Program, and guided dealers in manpower and facility optimization to enhance profitability.
- Aligned Head Office SOPs with dealership operations to enhance profitability and boost service absorption ratios.
- Managed extended warranty sales across the network, strengthening customer retention and boosting service profitability.
- Resolved complex vehicle complaints, handled customer grievances efficiently, and ensured service retention through repair order growth.
- Coordinated customer-focused initiatives such as Hyundai Always Around, Free Car Care Clinic, and the Customer Contact Program to drive brand loyalty and service awareness.

#### **Honda Motorcycles & Scooters India Pvt Ltd.**

**Dec 2008 to Aug 2010**

#### **Executive Engineer**

- Trained dealers, supervisors, works managers, and sales executives, ensuring effective guidance and seamless implementation of training programs.
- Collected feedback to assess training effectiveness, refining lesson plans for continuous improvement.
- Evaluated technicians, identifying performance gaps and areas for skill enhancement.
- Led service operations, managing customer complaints, warranty administration, and service coverage expansion.
- Developed strategic activity plans to drive service business growth and market penetration.
- Built and maintained a strong network of clients, securing referral business and increasing revenue.

#### **Mahindra & Mahindra Pvt Ltd.**

**Jul 2007 to Dec 2008**

#### **Territory Manager (Tractor Division, Eab)**

- Installed and commissioned diesel generators across Uttar Pradesh and Uttarakhand, ensuring seamless setup and functionality.
- Provided after-sales support, tracking preventive maintenance schedules and swiftly resolving operational issues.
- Managed customer interactions, extracting work orders, generating invoices, and following up on payments to maintain cash flow.
- Audited dealer operations, optimized manpower allocation, and ensured sufficient spare stock inventory.
- Established and expanded the service dealer network, training and motivating partners to enhance service quality.
- Ensured timely preventive maintenance, reinforcing customer satisfaction and long-term service reliability.

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