



Seshadri Ramakrishnan

E-Mail: x25seshadrir@iima.ac.in Mobile: +91 9903934442 LinkedIn: <https://www.linkedin.com/in/seshadri-ramkrishnan-a951794a/>

Summary

Sales & Marketing professional with 11+ yrs experience in driving growth across markets, delivering product customization through cross-functional coordination, and pioneering digital initiatives. Proven success in B2B/B2C, dealer development, rural outreach, and providing tech-led solutions in EV vehicles.

Professional Experience

Senior Manager | Tata Motors Ltd | Bangalore

- **Scaled business from 200+ to 300+ crores in 3.3 years** despite flat TIV by strengthening B2B sales in urban markets and expanding network coverage in rural markets, achieving 13.5% CAGR.
- **Grew pickup market share from 17% to 21%** in South Karnataka by driving rural penetration through influencer marketing, tailored product fit, and rural sales team training.
- **Delivered 100+ crore B2B customized projects on time** via cross-functional collaboration, enhancing client satisfaction and operational efficiency.
- **Achieved 96% lead generation** by prioritizing leads and deploying multi-layered GTM strategies using CRM and digital tools.
- Led Karnataka digital marketing, raising sales contribution from 5% to 12% by optimizing digital lead management and reducing channel cannibalization.
- **Innovated 'Intra Vijayotsava' BTL campaign to seed Tata Intra in rural South Karnataka**, boosting brand engagement and earning national adoption.
- Enabled higher B2B sales by implementing technology-driven, customized VMS systems tailored to clients' logistics ecosystems.
- **Consistently ranked top 5 in South region EV sales** among 42 peers since Tata Ace EV launch, demonstrating strong market traction.
- Supported product and QFD teams by identifying key RJD and DILO customers to capture actionable product feedback, winning an award for excellence.
- Served as SME to pilot digital transformation in retail finance ecosystem, coordinating UI/UX modifications, and enabled launching the platform within 2 months with select retail finance partners.
- Led SME efforts to develop interactive digital product catalogue by analysing Product-Market fit, successfully delivering within 2.5 months.

Senior Manager | Ashok Leyland Ltd | NCR-Haryana

- **Spearheaded the delivery of 3% market share growth** (April–January) by appointing dealers and orchestrating a comprehensive manpower recruitment program for channel partners across NCR and Haryana.
- **Orchestrated a reduction of customer service complaints from 46% to 8%** by deploying service-on-wheels, launching bespoke localized dealer applications for complaint registration, and collaborating with R&D for radiator assembly modifications.
- **Catalysed a growth of 25% in lead generation** by identifying whitespace through PINCODE analysis and driving targeted below-the-line marketing campaigns.
- **Unlocked an incremental 23% dealer revenue via company-first digital initiatives** (Facebook, WhatsApp, Instagram marketing) to shield the sales team during the second COVID wave.
- **Expanded retail network footprint from 9 to 17 outlets** by strategically appointing two new channel partners and broadening existing networks across NCR and Haryana.
- **Secured orders for 55 custom-engineered hopper dumpers** by partnering with Haryana municipal bodies to co-design Swachh Bharat Abhiyan solutions, developing a first-in-class vehicle segment through a cross-functional field-needs-driven project.
- **Supported a 25% reduction in dealer inventory cost** with a demand-driven, time-phased inventory ordering system, decreasing batch sizes and optimizing stock rotation.
- **Enhanced wholesale market share by 4% through onboarding strategic inventory funding partners** for NCR and Haryana and facilitating flexible trade advances during peak demand seasons.

Deputy Manager & Manager | Ashok Leyland Ltd | West Bengal & Telangana

- Assigned to develop the greenfield market in North Bengal, leading the launch of Ashok Leyland small commercial vehicles and expanding the network from 3 to 8 showrooms within one year to enhance regional coverage.
- Improved retail finance tie-ups, achieving less than 1% delinquency by optimizing customer portfolio selection.
- **Grew market share by 5% in the second year and secured a 10% market shift** via collaboration with local bus tourist providers, showcasing superior LCV bus platform for hilly terrain performance.

- Managed the highest turnover dealer in the country, **boosting turnover from 90cr to 234cr at 17.26% CAGR and achieving 53% market share in Hyderabad.**
- **Led and trained a 103-member sales leadership team**, fostering a high-performance culture with consistent YoY market share growth.
- Implemented localized dealer motivation strategy and rural influencer-based sales team, **increasing rural market share from 18% to 28% in 9 months.**
- **Drove 4% market share growth** by collaborating with product, marketing, and logistics teams to launch AIS-compliant localized bus coaches.
- **Delivered 20% monthly business via customized B2B** cross-functional projects, based on client logistics understanding.
- **Secured 165cr orders in 5 years** through Telangana government collaborations on welfare scheme vehicle customizations.
- **Doubled conversion ratio from 4% to 8%** by digitalizing the customer pre-sales journey.
- **Launched three new small commercial vehicle products in Hyderabad**, leading to highest footfall and booking conversions nationally.
- **Pioneered lead management via service centres** in Telangana, increasing volumes by 13%.
- **Enhanced allied business sales by over 3x per vehicle** through price standardization and compulsory accessories.
- **Reduced inventory holding period from 45 to 28 days** by improving churn rates using FIFO and KANBAN forecasting.

GET | Ashok Leyland Ltd | Special Projects

- **Reduced assembly line cycle time by 20%** during GET training at Ashok Leyland by applying Lean Six Sigma tools to identify bottlenecks and institutionalizing process and part changes.
- **Spearheaded retail finance onboarding of 3 PSU banks** for a new small CV launch in West Bengal, contributing to a **2% delta market share increase** through improved financing access.

Education

BE, Mechanical Engineering – SSN College of Engineering, Chennai | *India*

Accomplishments

- **Best Trainee Award, Ashok Leyland Ltd** – Recognized for completing two high-impact projects during GET tenure.
- **Young Talent Leadership Program, Ashok Leyland Ltd** – Selected among top 1% (32 out of 3200) mid-level executives for leadership fast-track.
- **Achievers Award FY18-19, Ashok Leyland Ltd** – Topped national MS% performance in the SCV segment.
- **Achievers Award FY19-20, Ashok Leyland Ltd** – Achieved highest national MS% in the LCV category.
- **13 Honour Awards, Tata Motors Ltd** – Awarded for excellence in cross-functional, digital transformation, and customer satisfaction initiatives (over 3.3 years).
- **6 Achiever Awards, Tata Motors Ltd** – Recognized for adaptability and high-impact sales performance.

Extra-Curriculars

- **Recruitment Secretary, Placement Committee, IIM Ahmedabad (PGPX)** – Elected to lead industry engagement and recruitment strategy for the Class of 2025–26.
- **Student President, Mechanical Engineering Association, SSN College of Engineering** – Elected departmental leader for the academic year 2012–13.