



## Nitin Fernandes

**B. E. Mechanical Engineering,  
Manipal Institute of Technology, Manipal  
MAHE University**

### 6 years of experience in Sales & Marketing in Automobile sector

#### **Territory Manager, John Deere Equipment Pvt. Ltd. (JDEPL)**

- Responsible for Annual Sales Target of Rs.125 crores for the State of Karnataka.
- Member of Core Team to Launch New Products in India with responsibility for Karnataka.
- Managed a Team of 5 Sales Executives for driving Sales of tractors with a 23 dealer network.
- Coordinated marketing and Brand Promotion activities at a State Level.

#### **Territory Manager, Mahindra & Mahindra Ltd. (M&M)**

- Part of Team to create new record of All-Time High Sales of 1601 tractors in a single calendar month.
- Management of Dealer outstanding & Credit.
- Improvement in Dealer Retail Cycle with establishment of Tie-ups with Bankers.

#### **Greaves Cotton Limited**

- Acquired key clients from the Defence and Para-military for Sales of Portable gensets.
- Established new dealer network in the State of Uttaranchal
- Handled key accounts for the sale of Base engines to OEM's.

#### **Achievements**

- Re-structured dealer network in Bangalore Distt. In Karnataka for M&M.
- Awarded for Best Sales & Promotion Activities in JDEPL.
- Won tender of 800 nos. portable gensets from Northern Command, Udhampur, J&K

#### **Career Aspirations**

General Management, Sales & Marketing, Key Account Management, Consulting