



COVERING LETTER

To Whom So Ever It May Concern

Sub: General Manager

Dear Sir,

Greeting,

This has reference to my enclosed Curriculum Vitae, herein forward to your kind attention and reference, enable the undersigned to offer you my services to your esteemed organization for the position of General Manager

I hope you will find my CV suitable and meeting your requirements commensurate with my experiences and qualifications need for the business development.

If offered me a subject position, then I herein assure you of discharging my duties and shoulder my job responsibilities assigned to me in business development activities to the management satisfaction.

Thanks & Regards,

Pradeep Divakaran

Mobile India: + 91 9746 420 795

E-mail: divakaran485@gmail.com

aglexports2021@gmail.com



Curriculum Vitae

Position Applied : General Manager
Area of Operations Preferred : GCC & Middle East, Africa / SAARC & India

Personal Details:

Name Pradeep Divakaran
Qualification B.A. (Political science) / BBA - Marketing
Date & Place Birth 21st June 1959 / Bombay –INDIA

Marital Status Married
Number of children Two

Passport Number P2037070 by Indian Embassy in Dubai
Issue date 13/08/2016
Expiry date 12/08/2026

Permanent Address “Harichandanam”
Choodikota Karivayal Road
P.O. Azhiyoor, Kozhikode District
Kerala – INDIA / Pin Code: 663309

Present Address in India REMYA ELITE
*Flat No. 002, 1st Floor, 410- 4C Main Road
OMBR Layout, Banaswadi, Bangalore
Pin Code – 560043, KARNATAKA, INDIA*

Residence Presently residing in Bangalore
Mobile India + 91 9746 420 795
E-mail divakaran485@gmail.com / aglexports2021@gmail.com

Driving License Holding India, Oman, Qatar, Bahrain, KSA & Dubai-UAE

Languages Known English, Arabic, Hindi, Marathi, Tamil, & Malayalam

Employment Brief Employment Profile Attached
Job Description Attached (Page -6/7)



Job Profile

1.
Company Swastik Rubber Products Co Ltd (Poona)
(A member of TVS Group – India)
Period May 21st 1985 – Nov 30th 1988.
Position Joined as Management Trainee then as Sales Officer - Poona
Promoted as Regional Sales Officer - Maharashtra & MP
Products Automotive Rubber Products & Retread tyres
Brands handled TVS Retread Tyres, & Automotive Rubber Parts.
Reported to General Manager-Marketing at Poona-HQ – India
Reason for leaving Re-leased from job & Proceed to Dubai

2.
Company Associated Auto Parts, LLC (Dubai)
Period Dec 31st 1988 – Nov 10th 1991.
Position Sales Executive (Dubai)
Products Automotive Batteries & Tyres
Brands handled Battery- 'NS' Indonesia, Tyres – Chinese/Indian
Reported to General Sales Manager
Reason for leaving Sponsor could not procure family Residence Visa in Dubai
Proceeded to Qatar

3.
Company AL Muftah Group (Doha-Qatar)
Period Dec 3rd 1991– April 29th 1994
Position Senior Sales Executive
Products Tyres, Batteries & Lubricants
Brands handled Toyo Tyres-Japan, Modi Tyres-India
Standard Furukawa Battery-India
Lubricant ADNOC Lubricants-Abu-Dhabi, U.A.E
Reported to Divisional Manager/General Manager
Reason for leaving Completed contract period, Proceeded to Dubai



4.

Company	Auto Star Trading Company, LLC (An AL Batha Group Company –Sharjah-U.A. E
Period	May 5 th 1994 – May 10 th 1995
Position	Senior Sales Executive – Dubai region
Products	Tyres & Batteries
Brands	Ohtsu/Falken –Japan Tyres Antara/Gulf Star – Oman Batteries
Reported to	Divisional Manager/General Manager
Reason for leaving	Better prospect, Proceeded to Bahrain

5.

Company	A.A. Bin Hindi Group – Bahrain
Period	May 15 th 1995 – Feb 10 th 1998
Position	Divisional Sales Manager-TBA Division
Products	Tyres, Batteries & Lubricants
Reported to	General Manager/Executive Director
Reason for leaving	Better prospect, Proceeded to Riyadh - KSA

6.

Company	GULF Powerbeat WLL – Bahrain (An AL Tajir Group Company-Dubai) (JV of: POWERBEAT - New Zealand)
Period	March 1 st 1998 – Feb 28 th 2000
Position	Country Sales Manager - Saudi Arabia
Products	Manufacturer's of Automotive Batteries
Reported to	General Manager / Managing Director
Reason for leaving	Completed contract period, Joined ABP Ltd (Arabian battery Plant – Licensed by: GS)

7.

Company	ARABIAN BATTERY PLANT Co Ltd at Jeddah (JV by GS Battery Co, Ltd Japan) (AIID Group, promoted by BALUBAID Group- KSA)
Period	1 st March 2000 – 30 th Nov 2006 Export marketing
Position	Export Manager (GCC & M.E)
Products	Manufacturer's of Automotive Batteries
Reported to	General Manager/Group Managing Director
Reason for leaving	Completed contract period



8.

Since 2006 worked with Middle East Battery Company – JV with Johnson Controls – USA (ACDELCO Battery manufacturer) in KSA worked as Senior Marketing Analyst for Business Development in Indian Sub Continent, M.E & Africa

Handled since 2006, Special Projects for Business Development & Non ACDELCO brands of batteries, focusing the markets of GCC, Middle East, Africa & Indian Sub-Continent

Reported to Executive Director/GM of MEBCO factory in Dammam – KSA & also reported to General Motors Middle East Marketing Manager stationed at MEBCO. Saudi Arabia

9-

Worked with NED ENERGY LTD / Gulf POWERBEAT WLL at Bahrain as General Manager – Business Development & Exports for MEA region since 2009 till Dec 2012.....Reported to the Director and COO

10 –

Since Jan 2013 Worked as Overseas Business Manager – Exports with PACIFIC BATTERIES LTD at FIJI Islands based at Bahrain and presently moved to Oman sponsored by TAAS International LLC in Sultanate of Oman for business operations in Middle East & Africa region also business developer for Superior batteries USA during these periods....

11.

Worked with ***PETROLEUM TECHNOLOGY FZC (LUBREX FZC)***

A Lubricants manufacturer in HFZ - Sharjah – United Arab Emirates ***since June 2016 as Business Manager – Exports (GCC & India region)*** Reporting directly to Chairman/Managing Director (www.lubrex.net)

Worked with BOOST LUBRICANTS LLC – RAK -UAE dealing in Lubricants for Domestic & International markets Exports business / contract manufacturing of private brand business.

At present working with ADDINOL LUBE OIL INDIA PVT LTD (A Subsidiary of ADDINOL GERMANY) at Kerala in India as their National Head – Sales & Marketing – India Operations www.addinolindia.com / www.addinol.de

Regards,

Pradeep Divakaran

Mobile: + 91 9746 420 795



Job Description/Profile:

- Handled Marketing & Sales of company products to M.E & Africa.
- Launched successfully new brands like SUMO & POWERTECH DC Batteries in GCC & Middle East, & Egypt markets in Arabian Batteries Plant Ltd. KSA
- Exploring markets of Sri-Lanka, India, Sudan, Libya and East Africa.
- Meets the set targets successfully for Export sales.
- Responsible for appointing a distributor throughout the Middle East & Africa
- Conducts sales promotional activities, sales & service campaigns in co-ordination with Distributor's in the respective countries.
- Participates in Government & Semi-Government & Institutional Tenders in coordination with distributors in the respective territories.
- Provides After Sales – Services to the customer's Commercial & Technical Helps in developing the business for the Distributors by identifying the potential customer through market penetration and extends the co-ordination and support to achieve the target and maximum business in terms of market share.
- Conducts market surveys and studies and feed back to the management on the Product development and check the competitor activity in the market.
- Co-ordinates with the Production, Planning, Quality Assurances, all other department at factory for design and development of new products.
- Co-ordinates with shipping companies/forwarders and delivery/dispatch department to carry out the smooth shipment & supplies.
- Responsible to implement marketing strategies in co-ordination with marketing and Field Sales administration to achieve consistent business and excel in bringing up the market shares through the agents and distributors.
- Monitors competitor's activities closely with regard to Pricing, promotional Schemes, Product Supplies, Product Launch, Re-exports, Merchandising & other related activities for business promotions.
- Company policy for Payments are strictly followed and collected through confirmed L/C's, Bank Guarantees etc and no bad debts recorded by me. CRM – Maintains customer relations management through all divisional staff.
- Undertakes extensive travelling throughout GCC & Middle East countries to develop & identify potential markets for business.
Brand awareness and Media promotional activities...etc...etc



Previous Nature of Job & Experience in Tyres, Batteries & Lubes (TBA) Division in brief

A. A. Bin Hindi - TBA Division – (Tyres, Batteries, Lubricants & Accessories Div)

- * Overall management of TBA Division.
- * Overall operations of Tyre, Batteries & Lubricant Division
- * Handled total staff of 14 people in TBA (Tire, Batteries & Accessories) Division.
- * Controlled Sales, Service center & Tire Warehouse staff's of M/S.A. A. Bin Hindi.
- * Responsible for bringing new tyre agency NANKANG brand from Taiwan.
- * Responsible for Nankang Tires & SF brands of batteries launch in Bahrain market.
- * Dealer management sales (Dealer appointment and sales developments)
- * Institutional sales & fleet Operators business developments
- * Govt dept sales & Tenders
- * After sales & services, Tyre claims and complaints attendance.
- * Solve the issues of claims amicably as per principal norms and conditions
- * Conduct market visits and trainings to the clients along with the principal
- * Product launch, market survey, feedback and update to the management.
- * Channel sales management and CRM etc...etc.....
- * Tyre Claims & Attendants:
- * Authorized by SUMITOMO CORPORATION (Tyre Group – Japan, and assigned me to handle Tyre Claims & Complaint's in Kingdom of Bahrain and designated me as Service Engineer for Bahrain market only.

Previous work profile: Based at Sultanate of Oman for MEA region.

*Sponsored in Oman by TAAS International LLC and appointed as General Manager and also I was responsible for complete marketing activities and export business development for GCC region to establish business through distributor appointments for **PACIFIC BATTERIES LTD** factory based in Fiji Islands. **PACIFIC** battery operations in Middle East wind up in April 2016. Proceed to India for good.*

Returned to UAE in August 2016 joined as Export Manager in LUBREX. FZC, Sharjah - UAE. (www.lubrex.net) (Petroleum Technology FZC) LUBRICANT manufacturer in Sharjah.

Worked with BOOST LUBRICANTS LLC in Ras Al Khaimah - UAE as Business Manager.

At present working in India with ADDINOL LUBE OIL INDIA PVT. LTD at Kerala in India as their National Head Sales & Marketing since Jan 2022 ...

www.addinolindia.com / www.addinol.de



Hope the above furnished details are in line and suits to your requirements and I herein looking forward to your kind favourable response in return.

Kind Regards,
Pradeep Divakaran
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divakaran485@gmail.com
aglexports2021@gmail.com

Presently residing in Bangalore:

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PERMANENT ADDRESS:

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