

## Saji Philip

### **Background:**

BE (Production): Birla Institute of Technology, Ranchi, India  
Base: Bangalore



### **Professional Experience:**

Saji brings to the table **20 years** of experience in Sales & Marketing.

He started his career in 1987 with **NEI Ltd.** in Jaipur where he worked as a Design Engineer for 3 years before moving to **Forbes Marshall** in Pune in a Marketing role.

He then relocated to Muscat, Oman in 1992 as a **Senior Marketing Executive** with **Toyota**. With the responsibility for the replacement business, he set up and streamlined the operations for 14 up-country locations. He achieved 40% contribution to new car sales.

Subsequently, he moved back to India in 1997 as **Marketing Manager** for **Honda Siel Cars India Ltd.** based out of Delhi. He was a member of the core team that launched the Honda City in India. Key highlights of his stint there include:

- Developed and established the dealership network in the South and North regions
- Developed and implemented dealership sales operation and marketing standards
- Set up the logistics and distribution operation for effective inventory management and availability at dealership outlets in 1997-98
- Headed the Product Planning, Pricing and Market Research functions during 1999-2000. Successfully launched the City VTEC in 2000, leveraging the re-entry of Honda into Formula 1 racing
- Led the price rationalization and dealer inventory funding exercise in 2000, which increased per unit realization for the company and improved inventory management for dealers
- Headed the institutional sales initiative from 2002 to 2004
- Successfully enlisted all Honda models with CSD for sales to defence personnel
- Developed and established the used car program - sold 2640 new cars through the exchange program contributing to ~15% of total new car sales in 2003-04

He then moved back to Oman in 2004 for a second stint in Muscat as **Divisional Manager (Sales)** for the newly launched **Nissan** division. Here he set up sales operations in the capital and 5 up-country locations, established significant market presence for Nissan in a relatively short period and secured breakthrough orders with major institutional clients.

Saji returned to India in June 2005 to play an active role in the burgeoning Indian economy, and runs his own consultancy practice catering to the



automotive industry. His extensive marketing & managerial experience leaves him well poised to add significant value on Training Deliveries.