



## ➤ Curriculum Vitae of Mahesh Fernando

**No 420/A Subasadaka Mw,  
Kandawala, Katana,  
Sri Lanka.**

Mob : +94 76 306 9928 (Whatsup / Viber)

Tel: +94 31 2241288 (Home)

E-Mail: <[maheshfernando50@gmail.com](mailto:maheshfernando50@gmail.com)> <[maheshf77@icloud.com](mailto:maheshf77@icloud.com)>

### Summary of Carrier Path

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|---|------------------|--------------------------------|
| ➤ 3 years Manager Product & Marketing for Automotive Parts            | (2019 – Present) | Helans Motor Spares Pvt Ltd    |
| ➤ Four Years Product Manager Experience for Automotive Parts          | (2015- 2019)     | Diesel & Motor Engineering PLC |
| ➤ Two Years Assistant Product Manager Experience For Automotive Parts | (2012-2015)      | Diesel & Motor Engineering PLC |
| ➤ Three Years Product Executive Experience For Automotive Parts       | (2009-2012)      | Diesel & Motor Engineering PLC |
| ➤ One Year Sales Executive Experience For Automotive Parts            | (2008-2009)      | Diesel & Motor Engineering PLC |
| ➤ Five years Customer Care Officer Experience For Automotive Parts    | (2003-2008)      | Diesel & Motor Engineering PLC |
| ➤ Two years Sales Representative Experience For Automotive Parts      | (2001-2003)      | Diesel & Motor Engineering PLC |
| ➤ Two years Motor Mechanic Experience For Mercedes Benz               | (1998-2001)      | Diesel & Motor Engineering PLC |

### Short term Objective

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To be a Business Unite Manager in the Spare Parts Industry.

### Personal Profile

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I wish to pursue my career in the field of Automotive Parts Sales and Marketing, as I have gained vast knowledge and hands on experience in this field. Thus, I wish to share my knowledge , experiences and to be an active player in the growth of your company.

**Trade Experience: 24 Years of Automotive Trade Experiences**

**Work Experience for Sales & Marketing: 20 Years of Automotive Trade**

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#### **From December 2019 up to now**

**Organization:** Helans Motor Spares Pvt Ltd **SRI LANKA** ([www.helansmotorspares.com](http://www.helansmotorspares.com))

**Brief Description about the Division:** Sales & Marketing Division

**Position:** As a Product & Marketing Manager

**Brands and Product Handle:** Indian OEM Products

### **From April 2015 up to 2019**

**Organization:** Diesel & Motor Engineering PLC **SRI LANKA** ([www.dimolanka.com](http://www.dimolanka.com))

**Brief Description about the Division:** Auto Component / Marketing Division

**Position:** As a Product Manager for

**Brands and Product Handle:** Indian OEM Products dealing with the following companies of,

- ✓ Fenner India Ltd & JK Group- Automotive Belt , Oil Seals, Radiator Hose, other Automotive rubber products
- ✓ Sribhavani Castings Ltd India- Casting & Forging Product Business
- ✓ Sri Ramadas Motor Transport Ltd India- Vehicle Suspension Parts Business
- ✓ K K Industries India Ltd -RKI Propeller Shaft Components & Differential Parts Business
- ✓ Royal Engineers Pvt Ltd – India R E Components – Suspension Parts for Indian LCV & HCV
- ✓ Kusalawa International Pvt Ltd India - Tigerpower Engine Products.
- ✓ Bimetal Bearings Ltd. India Bimite Engine Bearings .
- ✓ Setco India Pvt Ltd. – Clutch Product
- ✓ Turbo Bearing India Pvt LTD
- ✓ Al Pump Water Pump G K Sons Pvt Ltd.

**Duties and Responsibilities:**

- ✓ Achieving the individual Product Line Targets and Gross Profit Targets of the relevant Product Lines,
- ✓ Minimize the Aging stocks Levels with Maintaining of Sufficient Fast moving stocks to the Sales Process ,
- ✓ Key Account Management – Platinum Dealer Handling
- ✓ Marketing and Product development Activities for the entire product lines,
- ✓ Distribution channel Development in the regional wise,
- ✓ Making a Market Research with the Principal Handling
- ✓ Excelent experience with the Autoline Operating systems ( Kerridge System)

### **From April 2012 to 2014**

**Organization:** Diesel & Motor Engineering PLC

**Brief Description about the Division:** Auto Component Division

**Position:** Assistant Product Manager

**Brands and Product Handle:** Indian OEM Products dealing with Fenner India Ltd & JK Group , Sribhavani Castings Ltd, Victor Gaskets India Pvt Ltd,Sri Ramadas Motor Transport Ltd,Al Pump Products , RKI Propeller Shaft Component of K K Industries.

**Duties and Responsibilities:** Achieving the individual Product targets and Gross Profit Targets of the relevant Product Lines, Key Account Management, Market and Product development, Distribution channel Development, Making Market Researching with foreign Principal Handling

### **From April 2009 to 2012**

**Organization:** Diesel & Motor Engineering PLC

**Brief Description about the Division:** Auto Component Division

**Position:** Product Executive

**Brands and Product Handle:** Tata and Leyland OEM Products and Dealing with Volvo Eicher Group, Fenner India Ltd & JK Group, Sribhavani Castings Ltd, Victor Gaskets India Pvt Ltd, Sri Ramadas Motor Transport Ltd,  
**Duties and Responsibilities:** Achieving the individual Product targets and Gross Profit Targets of the relevant Product Lines, Key Account Management, Market and Product development, Distribution channel Development, Making Market Researching with foreign Principal Handling

### **From April 2008 to 2009**

**Organization:** Diesel & Motor Engineering PLC

**Brief Description about the Division:** Auto Component Division

**Position:** Sales Executive

**Brands and Product Handle:** Tata and Leyland OEM Products

**Duties and Responsibilities:** Achieving the individual Sales targets and Gross Profit Targets, Key Account Management, Market and Product development, Distribution channel Development, Making Market Researching,

### **From November 2003 to April 2008.**

**Organization:** Diesel & Motor Engineering PLC

**Brief Description about the Division:** Auto Component Division

**Position:** Customer Care Officer

**Brands and Product Handle:** Bosch Automotive Products, Mico and Zexel Fuel injection Parts, Tata and Leyland OEM Products.

**Duties and Responsibilities:** Achieving the Overall monthly target, Key Accounts Management with using the Kerridge System, Product Promotions,

### **From May 2001 to 2003**

**Organization:** Diesel & Motor Engineering PLC – Dimomart Kurunegala Sri Lanka.

**Brief Description about the company:** Automotive Products sales and Power tool Services

**Position:** Sales Representative ( Counter salesmen)

**Brands and Product Handle:** Bosch Automotive & Bosch Power Tools Products, Osram Auto & Non Auto, Mico and Zexel Fuel injection Parts, Michelin, BF Goodrich & MRF Tyre Products, Shell Lubricants, Tata & Leyland OEM Products.

**Duties & Responsibilities:** Achieving the overall monthly target, maintaining minimum Stocks levels, Key Account Management with Kerridge System, Product Promotions

## **➤ Professional & Other Qualifications**

✓ I have Passed Two Year Diploma certificate course for the Automobile Engineering for Mercedes Benz in Dimo Automobile Training School in Sri Lanka. (1998-2000)

1. Fundamentals of Automotive industry- Basic training of Metal Filing , Scraping, Drilling, Lathe works, welding works, and ect.
2. Auto electrical works for European vehicles & Indian Vehicles.
3. Fuel injection Pump repairs.
4. Engine assembling and repairs.
5. Wheel Alignment & Wheel Balance.
6. Maintenance of vehicle Running Repairs.

- ✓ I have Passed Technician certificate in Motor vehicle systems of City & Guilds Examination 2000.
  1. Engine Systems
  2. Maths ,Science & Communication
  
- ✓ I have successfully completed certificate of “BOSCH Power tools Product training” Program in Colombo Sri Lanka(2001)
  1. Basic of Power Tolls
  2. Features & Benefits of Bosch Power tools
  3. Correct usage of tools & related Accessories
  4. Safe & effective Demonstration Techniques
  5. Do’s & Don’ts
  6. Tips on talking to Customers
  
- ✓ I have successfully completed certificate of “Developing Merchandising Skills” Program , Regional Authority under Sales and Marketing Forum UK, at Hayley’s Business Schools in Sri Lanka. 2005
  
- ✓ I have achieved seven months Highest Sales turn over and collection of debtors of the marketing & distribution Division of Diesel and Motor Engineering PLC Sri Lanka.
  1. November 2005
  2. October 2006
  3. December 2006
  4. October 2007
  5. June 2009
  6. May 2010
  7. July 2010
  
- ✓ I have participated certificate of “Debt Management & Legal Implications” Program of Rens Global Leanings in Sri Lanka(2010)
  
- ✓ I have participated the Certificates of “Marketing & Business Strategies for the Modern World” of the Sri Lanka Institute of Marketing (SLIM) 2014.
  
- ✓ I have participated certificate of “ Marketing & Business Strategies for the Modern World” of The Canadian Institute of Marketing ( CIM Marketer) 2014
  
- ✓ I have Participated Certificate of “Systematic Problem Solving” Program of Rens Global Leaning in Sri Lanka.

➤ **Training & Work Shops Attended.**

- ✓ During the Period of Automobile Engineering Training, I was underwent theoretical training in dimo’s training school and practical in dimo’s Automobile workshop. My course of training included repairs and maintenance of Mercedes Benz, Proton, Musso, TATA Vehicles and other japaneese vehicles. I successfully passed my final examination held by the Dimo Training School in Sri Lanka.

- ✓ I have participated in a six day training Program of “Education for Life” institute of integral education center in Sri Lanka.

➤ **Computer & English Back Ground :**

- ✓ Excellent Computer background with Ms Office Works, E mails & other technical writing skills.
- ✓ I have Passed ENGLISH COMMUNICATION LEVEL 1 Certificate course conducted by the Department of Examinations in Sri Lanka, related with the University of Warwick Coventry England.
- ✓ More than 19 years of experiences with Autoline Sytem operation

## Personal Details

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**Name in Full** : Payagala Ralalage Mahesh Fernando  
**Address** : No 420/A, Subasadaka Mw, Kandawala, Katana, Sri Lanka.  
**Contact No** : +94 31 2241288 (Home), +94 76 306 9928 (Mob)  
**Age** : 45 Years  
**Nationality** : Sri Lankan  
**Sex** : Male  
**Civil Status** : Married  
**NIC No** : 772533390V

➤ **School:** Harishchandra College Negombo, Sri Lanka.

➤ **Education Qualifications:** I have Passed GCE O/L and GCE A/L examinations in 1993 and 1997.

### G C E Ordinary Level Examination 1993

Mathematics – Distinction Pass  
Commerce and Accounts – Distinction Pass  
English Language \_ Credit Pass  
Sinhala Language \_ Credit Pass  
Science – Credit Pass  
Roman Catholic \_ Credit Pass  
Social Study and History \_ Credit Pass  
Music \_ Credit Pass

### G C E Advanced Level Examination 1997

Logic & Scientific Method - Very Good Pass  
Accounting - Pass  
Economics - Pass  
Business Studies - Pass

➤ **Non Related Refrees**

Mr Sashad Saliah  
Business Development Manager  
Robert Bosch Lanka Pvt Ltd  
Contact # 0776584467

Mr Nadeesha Perera  
Senier Manager Supply chain  
Ideal Motors - Colombo  
Contact # 076 301 4773

I do here by certify that the above particulars are true and correct to the best of my Knowledge.

**Mahesh Fernando.**

**8<sup>th</sup> of April 2022**