

# MANAS ASIJA

masija@umich.edu • (734) 368-0069 • 540 Thompson St, Ann Arbor, MI, 48104 • <https://www.linkedin.com/in/manas-asija/>

## EDUCATION

### University of Michigan

*Master of Science in Mechanical Engineering*

GPA: **4.0/4.0** Coursework: Auto Body Structure Design, Principles of Li-ion Battery, Battery System & Control, Design for Six Sigma, Probability Theory, Smart Manufacturing, Project Management

**Ann Arbor, MI**

*Aug 2024- May 2026*

### Thapar Institute of Engineering and Technology

*Bachelor of Engineering in Mechanical Engineering (ABET Accredited Program)*

GPA: **9.44/10** (Top 3% of branch) or **3.98/4** GPA Scholaro

**Patiala, India**

*Jul 2016- May 2020*

- Awarded a full-tuition scholarship for all four years due to academic excellence

## WORK EXPERIENCE

### TVS Motors

*Territory Manager*

**Hisar, India**

*Jun 2023- Jul 2024*

- Led NPD efforts for TVS Raider, monitoring performance post-launch. Used IDDOV principles to analyze market response and enhance service processes.
- Conducted battery analysis using electro-chemical techniques to identify performance degradation and failure modes in vehicle battery systems.
- Reduced customer dissatisfaction cases from 150 CC/10K to 30 CC/10K by conducting targeted training sessions for dealer manpower on Service Information Bulletins (SIBs) and implementing first-time right (FTR) repair strategies to enhance service quality.
- Led warranty analysis using Field Failure Reports and Pareto analysis, identifying high throttle body failures in BS 6 vehicles. Designed a TPS D-clamp, cutting replacement costs by 94% and saving ~\$6,000/month in Haryana.

### Bajaj Auto Ltd.

*Area Manager*

**Ranchi, India**

*Jan 2021- Apr 2023*

- Doubled territory revenue in three years by optimizing LPV, PPV, OPV, and ADR through the MP-CP strategy, improving service efficiency, increasing workshop productivity, and enhancing customer retention.
- Ranked #1 out of 109 territories in India for highest NPS growth by improving callback rate, root cause identification, and implementing inner loop resolutions to prevent recurring customer dissatisfaction.
- Expanded market reach by establishing two new dealerships and 12 sub-dealerships in untapped areas, enhancing accessibility while ensuring adherence to Corporate Identity (CI) standards.

### Tata Motors Ltd.

*Intern*

**Pantnagar, India**

*Jan 2019- Jun 2019*

- Analyzed 275 leakage cases by conducting detailed process assessments and implemented targeted action plans, which resulted in the identification of key issues that strengthened operational efficiency across three assembly lines.
- Implemented Process Failure Mode and Effects Analysis (PFMEA) and WIS for 2 powertrain assembly lines, each with about 40 workstations, enhancing quality control and operational efficiency.

## ACADEMIC and PROFESSIONAL PROJECTS

### Thapar Institute of Engineering and Technology (Mechanical Society of Engineers)

*2017- 2018*

- Redesigned the Mangonel (Catapult) arm length and holder configuration, increasing projectile range by an impressive 30% through targeted engineering techniques and material optimizations that improved overall performance.
- Developed a sophisticated line-follower using Arduino technology, achieving precise path tracking that reduced navigational errors during trials from 15% to less than 5%, improving overall project efficiency.

### Bajaj Auto Ltd.

*2021- 2023*

- Customer Satisfaction Metric Shift:** Led the transition from Customer Satisfaction Index (CSI) to Net Promoter Score (NPS), leveraging L1 and L2 drivers for deeper insights and effective identification of improvement areas.
- TPM Certification Pilot:** Led Total Productive Maintenance (TPM) certification for East Region dealerships, achieving certification for 6 out of 8 by improving 37 Key Performance Indicators (KPIs).
- Power BI Dashboard Development:** Spearheaded the migration of service performance dashboards from QlikView to Power BI, enhancing user navigation and interactivity that facilitated data-driven decisions across 3 key dashboards in less than three months.

## RESEARCH EXPERIENCE

### Thapar Institute of Engineering and Technology (Material Science Lab)

**Patiala, India**

*Undergraduate Research Assistant*

*2020*

Conducted in-depth analysis of weld velocity, tool tip depth, diameter, identifying critical thresholds that boosted material performance by 25% while ensuring maximum efficiency for forward steel welding processes involving brass.

## SKILLS

- Data & Analytics:** SQL, Power BI, Minitab, Advanced Excel
- Engineering Tools:** AutoCAD, PTC Creo, MATLAB & Simulink
- Methodologies & Certifications:** DFSS Black Belt trained, Total Productive Maintenance (TPM) Certified, Certified Service Manager (CSM), Failure Mode and Effects Analysis (FMEA) Certification