**Abidali Dantrelia**

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**Sales, Acquisition, Operations & Merger**

**SYNOPSIS**

* A result oriented professional with more than 12 years of experience in Sales and Marketing, Strategic Planning, Real Estate Valuation, Advisory Services, Business Development, Techno Commercial Operations, Key Account Management & Client Relationship Management.
* Excellent communicator with strong negotiation skills having leadership qualities & analytical power.
* A proactive leader and planner with expertise in strategic planning, market plan execution, account management, competitor and market analysis.
* Possess consultative orientation and ability to deliver a broad range of innovative and value-added services.
* Ability to manage client’s expectations and build relationships with distinction of serving reputed corporate clients.
* Proficient in handling techno-commercial negotiations and preparing documents.
* Deft at analyzing market trends to provide critical inputs for Catchment study and Analysis.
* Experience in exploring/ developing new markets, accelerating growth & achieving desired sales goals. Proficient in independently designing and implementing sales, acquisition and marketing strategies.
* Proven track record of increasing revenues, establishing distribution networks, streamlining workflow and creating a team work environment to enhance productivity.
* Leading, training & monitoring the performance of team members to ensure efficiency in operations and meeting of targets.

**CORE COMPETENCIES**

**Strategic Planning**

* Establishing corporate goals, short term and long-term budgets and developing business plan for the achievement of these goals.
* Planning & analysing the assessment of revenue potential in business opportunities.

**Advisory Services**

* Mapping company’s requirements and providing sales & Operations consultancy services entailing:

- Strategic advice on current property trends, market potential & future expectations

- Sourcing of suitable deal for company well within the budgeted price to meet the Organisational Goals

**Business Development**

* Formulating annual business plans / strategies for maximizing profitability & revenue generation & realise organizational goals.
* Building and maintaining healthy business relations with Vendors, Builders, Operators, Societies, Government departments and others.
* Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine-tuning the Organisational Sales, Marketing, Acquisition and operational Strategy.

**Techno Commercial Operations**

* Clear Understanding of Technical requirements of EPC Departments (Engineering procurement, and Construction)
* Effectively finding solutions for related issues.
* Carrying out negotiations and finalising the contract agreements and handing over to operations.

**Liaisoning**

* Liaisoning with various departments like Legal, Construction, Operation and Sales and Marketing within the Organisation
* Liaisoning with various Gram Panchayats, Talatis office for property search reports.
* Liaisoning with Various Sub Registrars for Registration of Agreements.
* Liaisoning with Municiapal Ward Office and building proposal departments.
* Maintaining co-ordial relation with Brokers, Builders, and Trusts etc.

**CAREER HIGHLIGHTS**

**Indus Towers Ltd (JV Airtel, Vodafone and Idea) Nov’2013 till Date**

**IBS Head Acquisition, Sales & Marketing**

**Mumbai**

* Spearheading the company’s strategy / activity for Sales, Marketing, Acquisition & Operations of sites on Premium properties required by Operators.
* Responsible for achieving the Sales & acquisition targets for the JV Customers for New build, IA and IBS sites.
* Coordinate with the technical Team for closer of designs as per the companies’ requirement.
* Responsible for Convincing customers for required technical designs keeping in mind the cost effectives and better coverage.
* Closely work with hoteliers, industrialist, hospital, builders and others architect, design and Technical team for finalising the designs keeping in mind maximum coverage.
* Responsible for day to day maintenance of existing sites and marketing existing sites to operators and increase tenancy ratio per site.
* Responsible for achieving the Sales & acquisition targets for external customers (Sharing of sites).
* Responsible for Corporation Submission & statutory compliance of all acquired sites.
* Responsible for renewal of all existing lease agreements with 10-15 years’ tenure.
* Negotiation & Resolution of disputes pertaining to Locked sites
* Achieving the overall roll-out plan for Mumbai Circle.
* Responsible for timely payment of all property tax, premium, taxes etc with respect to towers in Mumbai.
* Motivating & managing a large Field Force of on roll and off roll employees to achieve the Sales & Marketing targets month on month.
* Responsible for building and maintaining relations with customers by focusing on their specific requirements and meeting their expectations time & again.
* Effectively handled the war rooms of renewal & for the 2G/3G and 4G roll out for one of the JV partners
* Effectively signed agreement with all major Developers/ Builders for cost sharing model IBS installation.
* Effectively revised agreement tenures from average 5 years to 10-15 Years.
* Negotiate Lease agreements with Site owners.
* Closely work with municipal corporations for upcoming projects and new ideas.

**Awards**

* Have received Silver Card Award Top Performance “Acquisition Mumbai Circle” 2015, 2016 & 2017
* Have received Process Excellence award for cost sharing Project.
* Have Received Appreciation Certificate from Airtel for 4G Roll out.

**Viom Networks – Asst Manager Dec’10- Oct’13**

**West Region Project Lead**

**Maharashtra & Goa**

* Negotiated with the property owners and acquired the required property within the company budget after vetting of the title. Set up a network of vendors/brokers/electric contractors/lawyers, etc. for the Sales & marketing targeted land acquisition in Maharashtra and Goa.
* Involved in short listing and finalizing vendors for conducting various \ pre-acquisition, technical surveys.
* Negotiated & finalised with lawyers, to provide the required band-with to the company for vetting of documents and amendments in the agreements.
* Set up a network of real estate brokers to source properties with clear title.
* Negotiated & finalised with electric contractors for installation of electric meters on acquired sites.
* Coordinated with various Government bodies to get the necessary permissions.

**Awards**

* Have received “U Have Made The difference” award for reducing sharing rent, and Getting outdoor sites without paying rentals to improve the quality of the network at critical premises for customer satisfaction.
* Have received “U Have Made The difference” award for constant high performance and delivering IBS sites.
* Appreciated by management for acquiring semi-Government properties like Belapur Railway Station and Vashi Railway Station.
* Have received “U Have Made The difference” award for getting FOC IBS site.

**Aircel Limited Apr’10-Nov’10**

**Sr. Executive,** Acquisitions

* Functioned as **SPOC-Acquisitions** spearheading the Network department activities.
* Monitored the Domestic BTS site Acquisition Activities in South & North Mumbai and Navi Mumbai.
* Liaison with:
  + Various agencies for achieving optimum output visa a viz organizational resource.
  + Various departments such as Construction, Operations, Commercial, Legal and Sales & Marketing.
  + Legal departments & Sr. Government authorities.
  + Various departments such as Construction, RF, Microwave, Operations, Commercial, Legal and Sales & Marketing.

The organization and the other agencies

* Identified & launched New BTS Sites as per the organizational objectives.
* Successfully acquisitioned:
  + Over 100 sites for launch of Aircel Mumbai Mobile services.
  + Single handedly managed more than 175 Cell Sites.
* Established many BTS Sites in direct competition with competitors.

**Awards**

* Have received Pat On Back award for handing over critical IBS sites in Aircel.
* Have received Appreciation Award Acquiring maximum number of sites in Aircel.

**Idea Cellular Ltd. Aug’07-Mar’10**

**Executive, Acquisition**

* Acquisition of IBS, BTS, BSC, HUB sites and fibre role out for Mumbai, in coordination with Indus Towers & Micro Scan acquisition, legal and other departments. It includes site Identification for RF survey, verifying authenticity of ownership documents, Negotiations & Finalization of commercials, scheduling of required civil & structural surveys, site handover for Implementation, handling BMC issues and submission and settlements with the Govt authorities.
* Ensure closure of Contracts by signing agreements with Developers/ owners/Society.
* Ensure closer of sites keeping in mind cost effectiveness.
* Supervising on-air sites on monthly basis and ensuring smooth functioning of the site.
* Maintaining monthly and weekly MIS by keeping track of renewal / termination of agreements and payment of license fees.

**Awards**

* Have received ‘Excellence Award” for acquisition of critical sites which were single handedly managed in Idea cellular.

**Bharti Airtel Ltd, Mumbai Jan’07-Aug’07**

**Executive (Frontline Associate)- Acquisition**

* Getting R.F. survey permission for acquiring properties across Mumbai for installation of Radio Base Station for Mobile Network.
* Negotiating with co-operative societies, property owners for finalizing commercial and other technical, legal and Government formalities.
* Achieving monthly targets of sites and giving importance to premium sites required by the management.
* Maintaining good relation with all key accounts of the company e.g.- Reliance Group (Mukesh Ambani), HDIL,.by serving the best network at all existing and upcoming properties/Offices.

**Achievements**

* Received appreciation mails from VP for acquiring 5 star hotels and hospitals free of cost.

**Maheshwari Telecommunications Pvt Ltd, Mumbai Jul’06-Jan’07**

**Territory Manager, Sales/Marketing Promotion**

* Handled sales and promotion of Blackberry Mobile and services.
* Managed a team of sales executives to ensure the achievement of sales target repeatedly.
* Devised mechanism for daily reporting, call analysis, weekly sales forecasting.
* Arranged live Database for telemarketing and fixing of appointments.
* Set up sales target / telemarketing targets etc and achieved the same.

**ACADEMIA**

B. Com Jiwaji University

Commerce

**TRAINING’s/ WORSHOP’s**

* In-House Management and Personality Development Programmer’s by specialists and motivators
* Understanding Self and Personal Effectiveness.
* Developing Your Teams.
* Problem Solving & Decision Making.
* Understand the need for process excellence awareness.
* Develop skills to adhere to processes.
* Learn to influence through effective communication.
* Identify escalation cases for effective closure of tasks.

**PERSONAL DETAILS**

Date of Birth : 15th October, 1983