Curriculum – Vitae

AKHILESH GUPTA

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Current Cost to Company: 14.46 Lakhs per annum.

**SNAPSHOT**

~**A competent professional with over 14.5+ years of experience in channel sales & distribution including 9.5+ years of experience in telecom industry (Airtel Prepaid 2.5 yrs., Airtel Postpaid 3.5 yrs. ,Tata Teleservices 3.5+ yrs. Mcommerce- Retail Distribution). Seeking a challenging position in middle management which recognizes achievement and offers further heights to perform.**

* Sales and Distribution management
* A proactive leader & planner with expertise in, market place execution and distribution management.
* Experience in building and leading winning teams in a highly competitive environment.
* Adroit at maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention.
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets. Possess good administrations skills.
* Proven track record of increasing sales and meeting all KPI’s.
* Proficient in analyzing market trends to provide inputs to senior leadership for making strategic planning.
* Building capability of the Distribution sales force at all the levels based on identified training & automation development
* Appointing, training, developing & managing the channel (Distributor/ Retailer/ DSE/ Corporate) for business growth.

# Manager– Retail Sales Mcommerce with 14.5+ yrs of Retail / Channel Sales Exp.

**Key Skills:** Channel Sales/Retail Management, Business Development, Telecom, Money Remittance, Mcommerce, Marketing Management, Leadership Management, Relationship Management, Brand Promotion

**Job Objective:** Sales / Mktg.

**Total Years of Experience: 14.5+** years

**Current Industry:** Telecom ( Mcommerce Retail).

**Current Functional Area:** Sales

**Current Sub Functional Area:** Retail/Dealers/Channel Sales/Corporate sales

**Current Location:** Delhi-NCR / Panipat/ Dehradun

**Location Preference: Anywhere in India (**Preferably North India)

#### Education

* MBA (Marketing – Full–Time) from Rohtak University in 1998-2000.
* B.Sc. (Gr ‘A’) from Delhi University in 1996.

**Other Qualification(s)/ Certification(s)/ Programme(s) Attended**

* Diploma in Logistics Management & Multimodal Transport (IRT, Delhi) 1998 **(Stood third position on national level and have been awarded Bronze Medal at AGM IRT).**
* Computer Knowledge.

### Summary of Skills and Experience

**Professional Experience: -**

(**A) 7th Dec. 2011- Till Date:- Tata Docomo**, Tata Teleservices Limited (TTL), serves over 66.2 million customers in more than 450,000 towns and villages across the country with presence in 18 circles, with a bouquet of telephony services on GSM, CDMA and 3G platforms, offering Mobile Services, Wireless Desktop Phones, Public Booth Telephony and Wireline Data Services across one unified and integrated brand-Tata DOCOMO. TTL is the pioneer of the CDMA 1x technology platform in India. The company is also the market leader in the fixed wireless telephony market and also enjoys leadership position in the enterprise space. TTL have launched M-commerce product in the marketplace by creating a subsidiary company as MMPL in marketplace and be a part of the same organization.

**Designation: Manager–Retail Sales Mcommerce (Mrupee) & handling P2M Business marketing activities PAN India since Feb 2014.**

I have been working as Manager – Retail Sales (M-Commerce) taking care of Retail distribution of services in the assigned territory through Distributor-retailer channel. And also handling marketing activities for P2M products on PAN India level since Feb 2014, This involves interaction with circles so as to implement the strategies and to achieve the target. Have successfully launched “Mrupee” in Delhi/NCR/Panipat region.

Principal Task And Responsibilities:-

## Distribution & Retail Network-Acquisition and Sales Promotion: -

**(1) Sales and Marketing Operations:-**

* To establish the Distribution & Retail Network for M-Commerce products in the assigned territory.
* Supervision & Monitoring of Sales through Retailers & Distributors.
* Oversee the sales and marketing operations and accountable for increasing sales growth.
* Presently also handling sales & marketing activities for P2M Product on national level since Feb 2014.
* Implement sales & marketing activities such as; Road shows etc. as a part of brand building and market development effort through co-ordination with trade partners.
* Providing the Head Office with detailed reports on Channel Sales, Competitor activities and Local level activities.

(2) **Business Development:-**

* Identify and explore new markets and tap profitable business opportunities.
* Identify and expand network with dealers and channel partners, resulting in deeper market penetration.
* Interacting with the Circles team for pushing up sales and implementing strategies related to P2M.
* Devising strategies & monitoring sales for P2M products on national level.
* Devising strategies & monitoring sales for P2B products in the assigned area.
* Successful implementation of Co’s strategies on sales & marketing activities in marketplace.

(3) **Team Management:-**

* Guide and supervise the front-line team members through target setting and reviewing measures.
* Conduct trainings for the sales team, enhancing their soft skills as per the company deliverables objectives.
* Seeking opportunity for continuously improving and maximizing quality in delivering customer service.
* Empowering team with right guidance to keep focus and enthusiasm to achieve individual as well as team goals as expected.
* Motivate and encourage channels so as to maximize the co’s business.

**Achievements:-**

* Received a Certificate of Excellence for outstanding contribution in successful launch of Mrupee Product in Retail market.
* Stood First in all KPI’s across Circles and have been awarded by National Sales Head during 2012-13, 2013-14.
* Have also recognized by National Sales Head various times for good work done in different fields e.g. Mrupee Retail Launch, Distributor & Retail Appointments, P2B & P2M Sales (Growth) etc.
* Received the Best Manager award for the highest sale of Mrupee Products in 2013-14 & Highest number of active retail count on national level in 2014-15.

(**B) Dec. 2005- 5th Dec 2011:- Bharti Airtel Limited**, Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. The company ranks amongst the top 4 mobile service providers globally in terms of subscribers. Bharti Airtel had over 307 million customers across its operations at the end of November 2014.

**Designation: Assistant Sales Manager – Retail (Prepaid)**

I have worked as **Assistant Sales Manager – Prepaid for 2.5 yrs (Jul’09- Dec’11) and Postpaid for 3.5 yrs (Dec’05- June’09)** and in Prepaid & Postpaid taken care of Pre/ Post business/ Data cards / Blackberry through ARC/AEO/DSA/Distributors/Retail segments.

Principal Task And Responsibilities:-

## ARC/ Distribution/ DSA Network-Acquisition and Sales Promotion: -

**Aim**: Controlling and Taking care of Prepaid business through Distributors and retail channels.

**(1) Sales and Marketing Operations:-**

* Supervision & Monitoring of Sales through Channels & Distributors.
* Implement sales promotional activities such as; road shows, Channels & Retailers meetings etc., as a part of brand building and market development effort through co-ordination with trade partners like distributors and ARC/AEO’s.
* Providing the Head Office with detailed reports on Channel Sales, Competitor activities and Local level activities.

(2) **Business Development:-**

* Identify and explore new markets and tap profitable business opportunities.
* Ensure maximum customer satisfaction by achieving delivery and providing after sales service and assistance.
* Develop key corporate / institutional accounts and strategically secure profitable business.
* Identify and network with dealers and channel partners, resulting in deeper market penetration.

(3) **Team Management:-**

* Guide and supervise the front-line team members through target setting and reviewing measures.
* Conduct trainings for the sales team, enhancing their soft skills as per the company deliverables objectives.
* Have imbibed tracking systems to drive execution and hence share the KPI’s with the team

**Achievements:-**

* Awarded the Exceptional Contributor award for top performance during the year 2010-2011 & 2007-2008.
* Have been awarded for highest number of SMS pack selling outlet expansion & penetration award
* Have been selected under best zone (Noida–East Zone) on national level and qualify for Cruise to Singapore scheme in 2010-2011.
* Received the Best Territory Manager award for the highest sale of Advance rental 998 postpaid plan during Sept’06.
* Received a Certificate of Excellence for outstanding contribution in the field of Postpaid Distribution Management for July’08 - Sept’08.
* Appointed DSA network (2006-07) and AEO network (2008-09) in east Zone.
* Stood First in all KPI’s across Circle and have been awarded by CEO’s for 4 consecutive months (Apr- July ’10) and thereafter in TOP 3 performers in Circle till Oct’10.
* Have also recognized by Sales Head various times for good work done in different fields e.g. DSA Roll out in east Zone, AEO appointments, Postpaid sales (Growth), Mirror series conversion, Prepaid Sales (Soga Leadership), Prepaid Av, Barring etc.

**(C) July 2002- November 2005 :- EFY Pvt. Ltd**, a part of EFY Group, EFY is diversified into retailing of more than 200 types of Electronic Products through a network of 140 dealers in 22 states in India and abroad, besides Publications and Software. In Publications some of its magazines are market leaders in their segment and have become bible in their respective fields (Electronics For You, Information Technology - India’s largest selling Technical magazines).

**Designation: Business Development Manager (Channel--Sales)**

Principal Task And Responsibilities:-

## Dealers Network-Acquisition and Sales Promotion: -

**Aim**: To Establish network of 'Electronic-Mart stores'' in Indian market.

**1**. Appointing dealers in respective areas for its division Kits ‘n’ Spares.

**2**. Promoting the dealer schemes. The dealer works as a retailer and sells the products across the counter and also books the order on behalf of the company.

**3**. Looking after the sales of products on all over India through retail network.

**4**. Advertisement monitoring for dealers. It involves promotion of schemes locally and on regional/national basis.

**5**. Sales promotion involves the conceptualization of the season schemes/campaign for the season. This also involves ear marking certain schemes for acquisition only and rest for activation and reactivating.

**6**. Channel-Sales Management.

**Achievements**:- Appointed 127 dealers in 22 states in India and 2 dealers in Nepal (Kathmandu) in one year.

**(D) Jul. 2000 - Jun 2002: - Otto-Burlingtons Mail Order Pvt. Ltd. (India**), a part of Otto Versand, Germany World’s largest Mail order company, with a worldwide turnover of more than US$ 17 billion and have 54% market share (worldwide) in home-shopping business and retailing of more than 1500 types of products which includes consumer durables as well as consumer non-durables through its Mail Order catalogue and retail distribution network. The company enjoys the status of market leader in the business of home shopping.

**Designation: Sales Consultant (looking after Western Region of India).**

Principal Task And Responsibilities:-

## Dealers Network-Acquisition and Sales Promotion: -

**Aim:** To acquire new dealers activate the existing and reactivating the old dealers, increasing the average order value and frequency of purchase in season.

**1**. The dealer works as a retailer and sells the products across the counter and also books the order on behalf of the company.

**2**. Selection for free gift / tools for promotion.

**3**. Promotion of schemes in print media i.e. Media Selection, Selection of best channels for business, looking after the demand, sales and response pertaining to particular channel.

**4**. Display contest schemes between Dealers.

## Achievements: -

\* Appointed 46 dealers within a period of six months in all major cities and town of Kerala, Maharashtra, Goa & Gujarat.

\* Achieved 85% more than the planned sales target in a season.

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## Personal Details:-

Fathers Name : Sh. S.N. Gupta

Father’s occupation : Service.

Sex : Male

Marital Status : Married.

Nationality : Indian.

Religion : Hindu.

Languages Known : English, Hindi.

**Academic Qualification: -**

**Examination Year University**

M.B.A. 1998-2000 Mktg. Mgmt.(M.D.University Rohtak – Full Time)

Diploma in Multimodal- 1998 Institute of Rail Transport

-Transport & Logistic Mgmt. **Awarded Bronze medal at AGM (IRT).**

B.Sc. (Gr ’A’) 1996 Delhi University

D.S.S.C.E 1993 C.B.S.E (Delhi)

**Area of Specialization (M.B.A.): -**

Major: Marketing

Minor: Finance

**Computer Proficiency**: -

Have in-depth experience on Windows Platform, MS-Word, MS-office, MS-excel and MS-PowerPoint.

**Project Undergone: -**

**1.** Two month project at the Head-quarters of Daewoo Motors India limited (DMIL) at International Trade Tower, New Delhi during June-July, 1999 on:

**\*** Sales promotional strategic activates with small & mid car segment vis-à-vis competitors & to suggest sales promotional activates for Daewoo Motors India Ltd.

**\***To analyze information network on dealership standard and to suggest dealerships standard for Daewoo Motors India Ltd.

I do hereby solemnly affirm that the details given above are true to the best of my Knowledge and belief.

Yours Faithfully

**(AKHILESH GUPTA)**