**SAURABH SRIVASTAVA**

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**Career Focus**

Seeking mid level assignments in Channel & Network Management with an organization of high repute

**Précis**

* PGDM with 10+ years of experience in Sales & Distribution, Handset sales, Channel Management, team handling, retail experience enhancement, credit control
* Presently working with **Samsung India Electronics Ltd. Delhi as Area Business Manager - Mobiles**
* Campus Placement with **Zenith Computers Ltd.**
* Effective communicator with good presentation skills and abilities in forging business partnerships and establish beneficial relationships with channel partners.
* Experienced in marketing plan execution, product promotion and implementation of business strategies to accomplish the decided targets; track record of launching new products.
* Ability to work under pressure and within required timelines

**Professional Experience**

**April’13 till date - Samsung India Electronics Ltd. Delhi as Area Business Manager - Mobiles**

* Responsible for entire Mobile business of MBO/Brand Shops in Ghaziabad/loni/Sahibabad
* Managing a total business of 100 cr with 2 distributors, 2 TL, and over 30 sales staff comprising sales staff, FOS and backend
* Responsible for the primary, secondary, tertiary sales
* Managing Channel operations,handsets / Tab sales, credit control and brand visibility in area
* Training, Development and mentoring of sales and support staff
* Responsible for sustained growth in market share of entire range of handsets/tabs
* Taking care of company's retail asset audits and keeping check on hygiene parameters
* Channel expansion in terms of width and depth of distribution
* Accountable for the ROI of Dsitributor Brand stores, ROI of sales staff
* Managing distributor/zonal level dealer/distributor/staff meets as and when required

**Aug'09 till April'13 - Tata Teleservices Ltd. UP West as Area Sales Manager - Prepaid Sales**

**Key Initiatives & Job Functions: Responsible for launching a distribution network and training and development of the Sales Team for Prepay Products.**

* Reporting of 2 Channel Managers on roll on Tata Teleservices Ltd. and 1 off roll employee.
* Launched Tata GSM Services in Meerut Zone of UP (W) Circle under the Brand of Tata Docomo.
* Conducting competitor analysis by keeping abreast of Market trends and competitor moves.
* Managed Network Planning and Market Branding Activities for the zone.
* Trainings and Development of the Distribution and its Manpower on ground.
* Analyzing business potential and executing strategies to drive sales turnover and achieve targets.
* Won the Super Star Awards for highest growth in Recharge and rural subscriber growth in

Entire zone. Got highest ranking consecutively for 2 years and promoted to Manager Level.

**Aug'07 to Aug'09 with Reliance Communications, Haryana as Asst Manager- Prepaid Sales**

**Key Initiatives & Job Functions: Responsible for sales & distribution of prepaid products of both CDMA & GSM**

* Successfully launched GSM services in Panipat Haryana and got the award for fastest growth in revenue in GSM across Haryana.
* Ensuring the stock availability at all levels of channel and market retailers.
* Maintaining daily sales and revenue reports with constant focus on & increase distribution width &

Depth for e-recharge & Rcvs to gain maximum RMS.

* Ensure a high level of merchandising excellence including the use of signage’s with a view to territory visibility leadership against competition.
* Monitor the performance of distributor, Special Retail Outlets & take corrective actions and execute activities for the development of new retails outlets and distributors.
* Communicating information on initiatives, schemes etc to distributor/retailers for enhancing performance and controlling stock levels by maintaining the supply of all variants to the distributors.

**Aug'06 to Aug'07 with Vodafone Essar South Ltd, UP West as Relationship Manager- Prepaid Sales**

**Key Initiatives & Job Functions: To handle prepaid sales and revenue from the assigned geography,**

**Product management and channel partner appointment.**

* Meeting the monthly targets in terms of new prepaid acquisitions and revenue growth by ensuring the regular flow of monthly schemes.
* Monitoring performance of Retailers so as to achieve distribution width and depth in the assigned geography along with the recruitment & attrition of FOS reporting to the Distributor.
* Ensuring the collection of relevant data on market trends, developments, competition activities & retail feedback and subsequent management reporting in order to contribute better sales strategies.
* Training & Development of distributor manpower on regular basis so as to ensure regular and healthy productivity at the distributor end so as to over achieve the targeted revenue growth in the assigned territory.
* To ensure indoor & outdoor visibility through proper merchandising in Market.

**Feb'05 to Aug'06 with Dharampal Satyapal Ltd. – Noida - as Executive Sales Food Division**

**Key Initiatives & Job Functions: To handle 6 distributors of Foods Division for Sales and Distribution of Catch Spices & Pass Pass Mouth Freshener.**

* Meeting the monthly targets in terms of primary and secondary.
* Monitoring performance of Retailers so as to achieve distribution width and depth in the assigned

Territory.

* Enrolling retailers in QPS with all product lines and placement of products with proper shelf display.
* Training & Development of distributor manpower on regular basis so as to ensure regular and healthy productivity at the distributor end so as to over achieve the targeted revenue growth in the assigned territory.
* To ensure indoor & outdoor visibility through proper merchandising in Market.

**May'04 to Feb'05 with Zenith Computers Ltd. . – Rajasthan - as Area Manager**

**Got Campus Placement for Udaipur region, Bhilwara, Chhitorhgarh, and Banswara from 2004 to 2005.**

**Key Initiatives & Job Functions: To handle 4 distributors.**

* Meeting the monthly targets by driving Primary Sales and Secondary in the market.
* Handled big corporate like Udaipur University. NIIT & APTECH computer Centers.
* Proving AMC through distributors and after sales service to corporate and clients for healthy brand goodwill.
* Handled Macro and Micro Dealers of Udaipur regions.

**Awards and Acheivements**

* Awarded 4 times as Best Sell-IN ABM award by Samsung in entire North1 Region.
* Promoted from Deputy Manager to Manager in second year of appraisal in Tata Teleservices Ltd.
* Awarded Star of the Month and Valuable Award for Highest Revenue and Overall Business Growth in Meerut and Ghaziabad region by Circle Sales Head and COO UP (W).
* Awarded with Star of the Month Award from the Functional Head –Sales for Best Distribution Penetration and regular maintenance of Daily Quality Parameters in Tata Docomo Team UP (W) & UT.
* Awarded Star of The Month in August’12 from COO -UP (W) for successful launch of 65 new sites of Vodafone ICR in entire circle.

**Academic Credentials**

* PGDBM (Marketing) from Centre for Management Development (CMD), Modinagar, Ghaziabad.
* B.C.A. from Nice Management College affiliated to CCS University Meerut in the year 1999-2002
* XIIth (Commerce) from GTBP School, Meerut from CBSE Board in the year 1999.
* Xth from GTBP School, Meerut from CBSE Board in the year 1997.

**Personal Details**

* Date of Birth: 01-November-1981. .
* Marital Status: Married.
* Fathers Name: Mr. Dalip Kumar Srivastava.
* Passport No. : G2458900
* Permanent Address: H.No.-2, New Arya Nagar, Jail Road, Meerut, Uttar Pradesh – 250001
* Current Address: F2, Plot No. 730 Niti Khand1 Indirapuram Ghaziabad.