# Bikram Deb

Email: [bikramdeb@gmail.com](mailto:bikramdeb@gmail.com): Mobile No:9212101207

**MBA (Marketing) with 18+ years of Multi Industry experience in Enterprise Sales, Key Account Management and Retail Sales in Telecom, Consumer Goods, Media & Pharma .**

### Career Profile

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates** | **Organization** | **Role** | **Function** |
| Nov’08 to Till Date | TATA Teleservices | Channel Sales Manager | Mobility- Sales |
| Jan’01 to Nov ‘08 | Catvision Products Ltd | Sales Manager- Pan India | Corporate Sales/Channel Distribution |
| Nov ’99 to May’ 2000 | Hitkari Industries Ltd | Marketing Executive | Corporate Sales |
| July ‘97 to Nov ‘ 99 | Cipla Ltd | Marketing Executive | Pharma Sales |

**Nov’13 – Till Date**

**TATA Teleservices**

**Channel Sales Manager-Outbound Sales**

Presently working as **Channel Sales Manager** at TATA Teleservices & handling Mobility Business- Retail & Corporate – Delhi/ NCR.

* Develop and own the implementation of business plan to achieve objective of growing revenue and account penetration.
* Net Additions and Revenue generation.
* Manage channel sales strategy and sales targets.
* Participate in mentoring and training of field sales force.
* Sales to Top Corporate/SMEA/SMEB & HNI.
* To build effective relationships in key accounts.
* Developing new alliances and partners to increase sales and product reach.
* Increasing sales through cross sell of data and voice.
* Improve customer experience and delight activities.
* Reducing customer churn across segments.
* Working extensively with cross functional teams and consistent follow-ups, escalation and getting things done.

**July’12 – Nov’13**

**TATA Teleservices**

**Mobility Manager - Enterprise Business**

Worked as **Mobility Manager -Enterprise Sales –Delhi/NCR)** handling Corporate Sales Business in Delhi Zone for the sales of Post Paid Sales in Gurgaon.

* Manage channel sales strategy and sales targets.
* To build effective relationships in key accounts.
* Developing new alliances and partners to increase sales and product reach.
* Increasing sales through cross sell of data and voice.
* Improve customer experience and delight activities.
* Reducing customer churn across segments.

***Significant Highlights***

* Successfully set up of Enterprise sales Channels in Postpaid Sales in Gurgaon
* Successfully penetrated & managed Key accounts in Delhi & NCR.
* Lowest churn percentage in Delhi Circle- Mobility products.

**July’ 09 – July ‘12**

**TATA Teleservices**

**Mobility Manager- Enterprise Business- Rudrapur/UP-West )**

Worked as an **Mobility Manager- Rudrapur**.

Looked after Rudrapur, Haldwani & Kashipur postpaid sales. Enterprise Business-Mobility.

***Significant Highlights***

* Successfully set up sales operations in Rudrapur, Haldwani & Bareilly.
* Created & Managed channel sales strategy and sales targets.
* Successfully Launched Tata Docomo.
* Monthly billing increased from 6 lakhs to 20 lakhs per month in 3 years.
* GSM Post paid billing reached to 7 lakhs per month within 2 years of launch of **Tata Docomo** GSM services at Rudrapur.
* Successfully Launched 3G services.

**Nov’2008 –July’ 2009**

**TATA Teleservices**

**Additional Manager-UP-West**

Joined as **Additional Manager** –(UP- West) Based at Meerut.

***Significant Highlights***

.

* Set up infra/channel network at Meerut, Muzaffarnagar, Saharanpur, Dehradun, Moradabad & Bareilly.

**Jan.’ 2001 to Nov.’2008**

**Catvision Products Ltd**

**Sales Manager**

Joined as **Marketing Executive** and went on to become **Sales Manager.**

* Head of the TV sales division of the company.
* Led and mentored a team of 4 sales personnel.
* Promoted TV5Monde a French language channel in India.
* Generated inquiries and follow-ups towards closure of sales.
* Sale of CATV Systems to institutional customers and Star hotels(PAN India).
* MIS-Sales reports and review of sales performances.
* Managing Tenders.
* Participated in exhibitions and events for achieving the promotional objectives of the company.

***Significant Highlights***

* Launched Arirang TV in the North Eastern India.
* Down linking License for TV5Monde from MIB, Govt. Of India.
* Some major TV & CATV deals done in include The Four Seasons-Mumbai, Mars-Mumbai, St. Mark's -Bangalore and The Leela-Gurgaon, Unitech/Marriott Gurgaon.

**Nov. 1999 to May.2000**

**Hitkari Industries Ltd.**  
**Marketing Executive**

Joined in November 1999 with the industrial packaging division of Hitkari Industries Ltd. as Marketing executive.

* Looked after Noida, NEPZ, Faridabad, Ghaziabad, and Sahibabad.
* Handled skin film, shrink film and stretch film sales.
* To develop new clients and maintain the existing ones.
* Collection of payments.

**Significant Highlights**Some of the Major clients developed were Carrier Aircon, Moser Baer, Flex, Motherson Auto Components

**June 1997 to Nov 1999**

**Cipla Ltd.**  
**Marketing Executive**

Joined in June 1997 as Management Trainee and was promoted as Marketing Executive in May 1998.

* Looked after sales in the region of NOIDA through dealer network,
* Conducted doctor meets, Symposiums and camps.
* Looked after sales in hospitals like Kailash Hospital, Metro Heart Institute and Noida Medical Centre.

**Significant Highlights**

* 100% Achievement of targets in October 1997, January to December 1998.
* Y.T.D. growth of 37% for year ending March 1998.
* Achieved sales of 62 Lakhs (April'98 to March'99) as against sales of 41.47 lakhs in the last financial year (April'97 to March'98).

# Education

|  |  |  |
| --- | --- | --- |
| **Year** | **Degree** | **Institution** |
| 1997 | PGDBA | Graduate School Of Business &  Administration, Ghaziabad |
| 1995 | BA | DAV College, Ajmer |
| 1991 | Class 12th | Mayur School, Ajmer |

Bikram Deb