**Diwakar Gupta**

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**Middle level/SENIOR LEVEL ASSIGNMENTS: Telecom / FMCG Sector**

**Sales & Marketing ~ Business Development ~ Channel, Retail & LFR Management**

**CAREER CONSPECTUS**

* **Seasoned Business** **Manager**with **12 years** of experience in heading teams for driving channel sales & overall Business Development, Operations, Revenue Generation and Profitability.
* A keen strategist with expertise in managing entire business operations with key focus on top & bottom line profitability by ensuring optimal utilization of resources.
* Highly skilled in market forecasting and formulating strategies to exploit business opportunities.
* Possess credibility & personal integrity that leaves lasting impressions with the Corporate Decision Makers, motivates the employees and generates loyalty.
* An enterprising leader with proven abilities in leading teams towards achievement of organisational goals.
* Effective communicator & negotiator with strong analytical, problem solving & organizational abilities.

**BUSINESS SKILLS**

1. **Strategic Planning B) Channel / Distribution Management**
2. **Marketing / Business Development D) Client Relationship Management**

**EMPLOYMENT CHRONICLE**

**September 2014 to Current: RELIANCE COMMUNICATIONS as Cluster Head- Devices**

**Accountabilities**:

* Managing Device portfolio
* Feature phones, Smart phones, FWPs, REV A, REV B dongles.
* Achieving Device revenue by promoting Handset led Acquisaitions.
* Initiating tie ups with OEMs for bundling.

**August 2013- August 2014: SALORA International Limited as National Sales Manager for telecom Distribution.**

**Accountabilities:**

* Responsible for Salora Mobile Business for pan India.
* Launched Salora Handsets, Tablets and Data cards successfully in Northern, Eastern States.
* Heading Alternate channel (LFRs, Online Sales and ROs)
* Handling the Vertical as Profit centre and responsible for Revenue.
* Product roadmap, GTM.

**January 2011- August 2013: HUAWEI Telecommunications as Regional manager Sales (North & East India)**

**Accountabilities:**

* Launched open market devices (Smart phones, feature phones, tablets & MBB) thru channel distribution.
* Created robust distribution for Handsets and exclusive distribution for MBB.
* To prepare business plan for the region, stock planning, budgeting, territory mapping.
* Handling team of ASMs and national distributor (Ingram and Redington)
* Launched first ever Cloud phone in world, first ever feature phone with inbuilt 3G wi-fi router, first ever Android 3.2 (Honeycomb) tablet.
* Maintaining excellent visibility thru dedicated merchandisers and constantly improved ISD productivity
* Launched HEO (Huawei Experience outlets) for Huawei in India.

**August 2008- December 2010: SALORA International as Business Manager - telecom**

**Accountabilities:**

* Handled North India distribution and Modern trade sales.
* Appointment of Distributors, manpower & created sales infrastructure. With support of ASMs appointed 23 RDS in a span of 3 months with required business hygiene and positive ROI.
* Maintained very good relationship with modern trade partners (TMS, Hotspot, Croma, EZone, Future, Reliance, Planet-M, Jumbo, Go Mobile, Vijay sales, Hyper mart, Home shop 18, Flipkart, Snapdeal, Star CJ etc....)
* Rolling forecast of stock and sales with quarterly PSI planning.
* Worked as a Vertical profit centre to keep cost under control with a month on month growth in business volume.

**July '05 - July ‘08: Vodafone Essar as Zonal Sales Manager in Delhi & Rajasthan.**

**Accountabilities:**

* Leading a team of 6 ASM, 11 Off Roll, 18 Distributors and 26 ADs for steering sales & marketing of Prepaid and Post paid activations for a zone.
* Headed CS, HNI department, Prepaid, Postpaid, Corporate sales and Vodafone stores & mini stores.
* Managing sales schemes / promos, network planning, marketing coordination and launching new towns/small villages with AD appointment.
* Handled GIS population of 65.5 lac with 140 sites and revenue of approx 97 Crores and 32000 activations.
* Successfully Launched Vodafone in many cities in Rajasthan.
* Launched 1st ever AD for Vodafone in circle.
* Initiated a new business model for PG hostels and Auto rickshaws.

**Feb '04 - June '05: NESTLE India Limited as Sr. Sales officer- Delhi**

**Accountabilities:**

* Channel distribution management & target ach (Value and Volume) SKU wise.
* Conducting training need analysis of distribution sales force.
* Responsible for all Sales Schemes, Promos.
* Stock management at RD's point as per company's guidelines.
* Conducted a lot Nestle sponsored activities (especially college fest).
* Developed the MIS formats and implemented "RED BOOK" for sales team.
* Developed a new beat plan for very small Paan & kirana shops.

**July '02 - Jan '04: Reliance Infocomm (Now Reliance Communications) as Sales Executive - Delhi**

**Accountabilities:**

* Launched Reliance handsets thru DAEs and web worlds on 28th Dec 2002.
* Launched the revolutionary Reliance handset at Rs 501 on 3rd August 2003.
* Did maximum number of Rs 501 handset on a single day and month and got appreciation from Mr K Sridhar.
* Ensuring timely payment and stock management.
* Increased productivity of DAEs and Web world.

**SCHOLASTICS**

* **MBA** (Sales & Marketing) from Guru Gobind singh Indraprastha University (GGSIPU) 2000-2002.
* **BBA** from Merutt University, Ghaziabad 1997-2000.

**References**

References will be provided on demand.

**PERSONAL DOSSIER**

Date of Birth : 20th August 1980

Current and Permanent Address : 659, Sector 14A, Vasundhara Ghaziabad.

Diwakar Gupta Place:

Date: