Bhupendra Singh

**PRESENT –** **Regional Head @ TATA Power – Gujarat State (EV Business Operations – BD)**

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* **Industry Domain –** FMCG, Beverages, Petroleum Retail - Network Expansion, Power/Energy and Telecom **(B2B & B2C)**
* **Customer Domain –** Distributors, Stockiest, Franchisee, Retail, Vendors, Malls, OEM, RWA (Builders), Major PSU’s, Fleets

**Government Agencies like > DM Office, NHAI, PWD, Forest, Police, Electricity, Town Planning, CPWD & Municipal Corp.**

* **Prowess –** Sales/Distribution & Retail Operation, Revenue Generation, Channel Development, Business Development,

Tendering & Bidding, Land Acquisition & NOC, Leadership, Account Management, Sales Pipeline & Funnel Management,

Demand & Lead Generation, Product Marketing, Negotiation & Liasioning, New Product & Market Launch, Lease Execution, Vendor Handling, MOU Drafting & Agreement Signing, Media Interaction & Event Management.

* **Career Growth –** Customer Executive TSM TSO Senior Manager Regional Head.

**Career Overview –**

* Accomplished Sales Professional with 17 Years of operating expertise in diverse businesses of FMCG, Beverages, Petroleum Retail, Power/Energy & Telecom In both emerging & developed markets (Urban + Rural) by leading concept of sales & distribution as well as business development.
* Have strong hands on Leading Team and managing large business volumes with long term business planning, a consistent performer with proven record of gaining growth and market share.
* Expertise in mass-market coverage, GTM & RTM, effective execution, Budgeting & Forecasting, creating opportunities, network expansion & maintaining strong connections with key players in the market including government officials.

**Career Achievements –**

* At Nayara Energy (Formerly known as Essar Oil Ltd) as a consistent performer I secured 1st position in 2020, 2nd position in 2019, 2nd position

In 2018, 3rd position in 2017 and 3rd position in 2016 in the western India.

* At HUL I was awarded as Best TSO of northern India for driving highest sales growth of 28% in 2013.
* At HUL, I was winner of champion of league (Effective execution – EFOS/PS/CDT) in northern India in 2014.
* At PEPSI I was awarded as best Customer Executive by giving 18% cumulative growth in the year 2006 & 2007.

**1- Profile Summary – Regional Head @ TATA Power EV Charging Business (Business Development) – Gujarat State.**

1. HQ Location --- Ahmedabad (Gujarat)
2. Products Handling --- DC/AC Chargers
3. Duration --- From Sep 2021 To Continue.
4. Annual Commissioning --- 470 Chargers
5. Team Handling --- 3 ( 2 - Business Development officer & 1 - Service Engineer)
6. Market Share --- 24%

* **Heading as Regional Head Gujarat –** Handling EV Charging Ecosystem with team. Responsible for Sales & Business Development and overall business growth of Tata Power EV Ecosystem in the region and reports to Business Head India.
* **Planning Network Expansion –** Identifying, researching, planning and implementation of top high potential trading areas like NH, Fleets, RWA, Tourist Hub, OEM & Commercials for overall growth of EV business in the state, created new strategy and successfully launched first ever distribution channel for effective service to the Customers in India.
* **Marketing & Media Press Release –** Planning, managing & hosting events, seminars, group meetings with key customers like, PSU, OEM, RWA & fleet operators to occupy maximum share through Strategic Partnerships, Alliance & Collaborations with Large Enterprise Accounts.
* **Customer Management –** Ensuring 100% service satisfaction to the existing customers, scrutinize do’s and don’ts with the team for ensuring quality and hygiene.
* **Drafting MOU/Tender & Bidding** – Investigate & Participate in vital business tenders like PSU & OEM, ensure precise documentation’s

Pertaining to legal bindings for smooth functioning & processimplementation**.**

* **Team Management & Cross Functional alignment –** Coaching, assisting, mentoring, motivating and leading the team of sales & service people, alignment with commercial, legal and customer service team for overall productivity, closely work on funnel available for business forecasting and budgeting, as a team leader I am proficient & proactive in getting job done, by effective participation of all team players.

**2– Profile Summary – Senior Manager @** **Nayara Energy Ltd – formerly known as ESSAR OIL LTD (Retail Sales – BD)**

1. HQ Location --- Ajmer (Rajasthan)
2. Products Handled --- MS & HSD
3. Duration --- June 2015 To Sep 2021
4. Annual Commissioning --- 20 Retail Outlets
5. Team Handled --- 2 (Field Engineers)
6. Market Share --- 23% Network & 19% Volume

* **Worked as Senior Manager --** I handled business development for 3 districts (Ajmer, Nagaur & South Jaipur) of Rajasthan.
* **Major Responsibilities –** The process for setting up new retail outlet (petrol pump), Network expansion,responsible for lead generation and identification of potential trading areas for network expansion, responsible for sale forecasting of proposed site and also preparation of normative cost.
* **Legal Compliances & Liasioning -** Responsible for keeping close eye on legal compliances, pertaining to land documents

And other legal documents of customer for better hygiene, responsible for liasioning with various Govt. departments and officers like DM.

PWD Chief Engineers, Town planer and project director of National highway for timely getting NOC’s of retail outlets & execution of Lease.

* **Vendor Management –** Responsible for coordination with different suppliers for equipment’s like tanks, Machine, compressor etc. Analysis of the cost and meeting timely delivery of equipment’s on sites as per quotation’s for timely commissioning of Retail outlet.
* **Team Handling, Construction Manual and Competition –** I handled a team of 2 Field engineer’s, responsible for guiding, coaching, monitoring and motivating them for quality work within given time frame, responsible for guiding field engineers regarding construction of RO as per policy of company and as per guideline of ministry of petroleum & have a regular check on field visit on under construction sites, **r**esponsible for tracking competition (PSU – IOCL/BPCL/HPCL) plan and strategy for network Expansion and discuss with Divisional manager for future plan.

**3- Profile Summary – Territory Sales Officer @** **Hindustan Unilever Ltd – FMCG (General Trade)**

1. HQ Location --- Jaipur Outer (Rajasthan)
2. Products Handled --- Home Care, Personal Care & Food
3. Duration --- June 2013 To Aug 2014
4. Annual Turnover --- 36 Crore
5. Retail Base & Market Share -- 2772 (2360 CIDC + 412 Shakti), Dominant 62%.
6. Team Handled --- 10 RSP and 20 RSSM

* **Work on Basics of** **FMCG -HUL EFFECTIVE EXECUTION: Availability/Visibility/Forward Stock Share/Market Hygiene/New Product** **Development/Channel Activities & Route to Market-** Meeting Monthly Volume Targets category wise & Ensuring aggressive coverage of the network through sustained focus.
* **Inventory Management at distributor point:** Focus on keeping inventory at distributor point at 20 days’ level. Effective forecasting every month beginning to be able to plan category wise sales. Educate the distributor and staff about the product, its USP. Reviews/ update on launch, Discounts, Distributor ROI, Cost/Expense Control Measures, FIFO, Distributor/Depot Sales tracking & strategic use of such data.
* **At the Market place:** Worked with the RSP & Salesman at his PJP and guide and supervise both in achieving their sales and distribution objectives, implementation of trade schemes, display and product visibility plans, involve in New product launches and their performance and report to ASM at prefixed frequencies. Develop personal relationship with key outlets, Monitor competition.

**4. SUMMARY OF PREVIOUS EXPERIENCE – 7.5 Years**

* **FMCG + Telecom – Sales and distribution (Pepsi, Reliance) & Project with RAY-BAN Sun-optics India Ltd.**

**Academic Detail & Current CTC –**

* **Institute of Technology & Science (ITS - Ghaziabad) - -MBA - Marketing. (2003-2005)**
* **B.Sc. (Bio) University of Rajasthan. (2001)**
* **CTC – INR - 25 Lakhs**