

Anupa Jhavar

MBA, KPMG Certified Lean Six Sigma

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SYNOPSIS

Profile: Sales and Marketing professional with MBA from Tier 1 institute and Electrical Engineering from NIT, having 8 years of professional experience. Dynamic individual with experience across Business Development, Key Account Management, Store Rollouts and Operations, Brand, New Product Launch and Driving Growth in B2B space as well as Retail.

Key career highlights:

- **Driving business:** Led fleet responsible for **selling COCP connections** to MSMEs and SOHOs for driving business centrally, **re-launched the program** and strategized new ways of working, delivering 2x productivity in 1 year. Driving manpower corrections for store fleet to ensure better productivity and efficient hiring nationally. Identified high GAC stores for correction on monthly basis to ensure profitability.
- **Sales and Account Management:** In HFCL, prepared and delivered product presentations, offered solutions, conducted commercial negotiations, and demonstrated proof of concept (POC) through technical expertise until the order was awarded. Served as a primary point of contact for solution delivery and relationship management for **accounts totalling 30 Cr.** End to end management of all account activities: forecast, purchase orders, dispatches, payment collection, and inventory management.
- **Brand Management:** From conception to communication, **launched the umbrella brand IO** with 2 product lines- Wi-Fi Access Point, Unlicensed Band Radio with controller solutions. Participated in **competitive benchmarking, product positioning, and go-to-market strategy development.** Responsible for the timely **creation of brand collaterals**, corporate films, websites, and social media handles. Led HFCL's participation in **India Mobile Congress**, South Asia's most prominent technology event. Managed the event's end-to-end operations, including space selection, stall design, branding, product display strategy and marketing communication. In Airtel, ensured correct visibility of store brand elements by working closely with brand team.
- **Operational Project Management:** In the **current tenure with Airtel**, handled 63% of roll out volume by leading lifecycle of store rollouts with team of 5 project managers to ensure delivery within TAT for West and South regions. Worked with **Retail CEO and Operations Head** to develop a national expansion strategy for new store locations (**20 circles**) in line with store profitability and business objectives.

CAREER PROGRESSION



Bharti Airtel Ltd

DGM, Retail Store Planning and Growth, D2C | Oct 2021 – Present

Achievement: Awarded twice for achieving a historical milestone of 1000 OR stores and successfully leading Mini Store expansion project respectively. Qualified for Emerging Leaders Program under Airtel Leadership Academy amongst 1000+ candidates and completed Management Development Program by IIM Indore.

Highlights:

- Rolled out & launched Mini stores for South and West, thereby moving closer to the customers for market leadership
- Strategized new store location nationally (20 circle) inline with profitability and business objective, tracked progress
- Initiated activities for better in-store customer experience: QR code, door vinyl, additional hubs, store expansion, etc.
- Managed 10+ stakeholders to achieve operational goals of delivering defect free store within rent free period through proactive progress tracking, issue resolution and coordination with Supply chain team
- Owing end to end takeover project for Franchisee Retail Outlets with key process enhancements
- Managed repair and maintenance activity for stores PAN India through e-ticketing system and supported circles for smooth store operations and hygiene on day to day basis and
- Successfully executed display of Xsafe cameras at 300 stores for visibility of new product line
- Led projects: Ergonomic chairs for store team and change of uniform nationally for better brand visibility

Highlights

- Customer analysis and business development every quarter, 20+ potential prospects are evaluated
- Assured that the account's business objectives are met in the following areas: order booking, revenue generation, collection, new account identification, and churn control
- Identified new business opportunities within existing telecommunications, internet service provider, and network infrastructure provider accounts
- Created a sales configuration tool to streamline the generating customer quotes, resulting in a 75% TAT reduction.
- Responsible for obtaining approval from the National Security Council Secretariat as a 'Trusted Source' for TSPs
- Assessed viability of new features in the product based on market data, consumer trends, and competitive landscape.
- Liaised with customers and internal stakeholders to resolve issues and gather feedback on product performance.
- Held responsibility for submitting requirements for filing 33 trademarks and copyright IPRs for the wireless portfolio.
- Initiated vendor evaluation to reduce costs by 81.3% in cloud telephony services and execute configurations.
- Handled complete bid management, from strategy to query preparation and final submission via partners

**Hindalco Industries Ltd**

Senior Engineer | Jul 2014 – Apr 2016

Highlights

- Responsibilities include electrical maintenance of HT motors and switchgear for smooth power plant operations
- Assisted senior management in ensuring plant reliability through the use of a black start diesel generator
- Responsibilities include requisitioning purchase orders and maintaining spare parts and records
- Undertook equipment improvement projects and troubleshooting to increase equipment availability
- Upskilled the workforce through the organisation of KT sessions and on-the-job training.

ACADEMIA

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| ▪ MBA (Sales and Marketing) , SBM, NMIMS, Mumbai, 2.84/4 CGPA | 2018 |
| ▪ BTech (Electrical) , SVNIT, Surat, NIT, 7.95/10 CGPA | 2014 |
| ▪ XII, Vidyamandir Sr Sec School, Kota, CBSE, 86.40% | 2010 |
| ▪ X, Sri Sathya Sai Vidya Vihar, Guna, CBSE, 90.80% | 2008 |

CERTIFICATIONS

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| ▪ KPMG certified Lean Six Sigma Green Belt | 2016 |
| ▪ Fundamentals Certification in Online Digital Marketing | 2017 |

PROJECTS**Corporate**

- **Veloces Consulting**: B2B sales in the K12 segment, channel expansion and purchase consultation
- **Times Group**: B2B and B2C sales for subscription and branding in the magazine section
- **CATKing**: Developed and deployed digital marketing campaigns for CATKing

Civic Engagement

- **AAS**: Conceptualized and designed promotional videos to spread awareness about the child beggary issue
- **NCC**: Undergone NCC training and passed the Certificate B and C examination

Interests/Hobbies

- Poetry writing, Art and Craft, Painting, Travelling