

Abhijit Kundu

Male, 27 years



Operation Manager, IndiaMart	Event Manager	Best Performer in Customer Voice	Scholarship - NHFDC
------------------------------	---------------	----------------------------------	---------------------

EDUCATIONAL QUALIFICATIONS			
MBA	IIM Indore	61%	2019
B.Tech, Mechanical	IGIT , SARANG	7.87/10	2017
Class XII, CBSE	K V BALASORE	80.00%	2013
Class X, CBSE	K V BALASORE	85.50%	2011

Academic Interests	Brand Management, Advanced Marketing Research, Consumer Behaviour, B2B marketing, FMCG Marketing , Sales and distribution Management, Luxury and retail management, Pricing Strategy, Marketing Managing
--------------------	--

ACADEMIC & CO-CURRICULAR ACHIEVEMENTS	
Awarded Scholarship from NHFDC for doing better in academics and fulfilling the eligibility	2020
First Runner-up in QUIZFEST hosted by National Institute of technology (NIT),Manipur	2018
First Runner-up in Quiz Crusades conducted by Institute of engineering and Management (IEM), Kolkata	2018

PROFESSIONAL EXPERIENCE	52 Months
-------------------------	-----------

Moglix	Senior Program Manager	Apr '22 - currently
Roles & Responsibilities	<ul style="list-style-type: none"> Worked in the NDR program for reducing the RTO percentage for the shipped items Led a team of 10 executives for improvement in calling process and improving the customer experience Taking care of the logistic team along with the 3 delivery partners, Delhivery , Xpressbees and Ecom services Smoothen the journey for the customers for delivery concerns and resolving their issues Data management and tracking for the delivered and non-delivered items for the shipped items Tier wise analysis to find out the top Tier segment and putting it to highest priority for action items New script implementation and training was provided to team for better customer experience Worked in the return policy program, by doing the comparison analysis of flip-kart, Amazon and Udaan and implementation of best practices Worked in the Top Lane analysis for the logistic team to understand the best delivery services and the top lanes Identifying and blocking customers with high return which have higher impact on RTO Implementation of COD to prepaid conversion of customers (1800+ customers) based on customer behaviour. Implementation and automated the process of Preventive confirmation on customers which includes order confirmation, address confirmation and COD to prepaid mode of customers (which have a success rate of 75% and 3% on prepaid conversion Implementation of a RTO model city to bifurcate the customers on the basis of customer history , pin codes , product , shipped TAT etc and changing their MOP while placing orders on website Taken responsibility for the DC process with a revenue of 7 Cr monthly Worked in a 7-member inside sales team with a 25 Lakhs sales target across all categories. Responsible for Profit and Loss (P/L) management in three departments: Office Stationary, Electrical, and Industrial. Achieved consistent monthly sales of 25 lakhs and contributed to 7 Cr in Digital coupons(DC). 	

IndiaMart Intermesh Ltd, Noida	Operation Manager	Apr '19 – Mar '22
Roles & Responsibilities	<ul style="list-style-type: none"> Led a team of 20 executives overseeing the entire customer journey including acquisition, after sales servicing, renewal processing and client retention, with a customer base of 4000 clients along with 2000 premium clients. Executed deliverables with strict adherence to quality standards, sales processes, and revenue optimisation by ensuring adequate training and conducting frequent huddles of the team. Resolved 80% of the customer voice (Concerns) and ensuring to address all the concerns of the customers that land up through the helpline, mail and calls on a daily basis. Reviewing each of the team with their Team Leads on a weekly basis to ensure that Per Client Revenue and Per Client Deal Value are reached with the desired numbers Daily meeting with the TLs about the planning and scheduling of the different task that need to be addressed on priority like the verification process and clearing of the hosting cases. Helped in determining discounts for premium products and the offers in Covid Crisis Implemented part payment options with a specific discount on all products and along with some extended services i.e. providing a better payment terms for the clients who are in our platform for more than 1 year Part payment and full payment discounts along with special discounts were introduced by me Combo offers were introduced to promote cross selling of products along with bundle discounts. Responsible for client retention at Pan India level for premium segment clients (Highest ticket size) 	

	<ul style="list-style-type: none"> ▪ B2B Sales experience along with servicing standard to ensure proper onboarding with best welcome journey ▪ Worked in production department as a centre Manager, where I was responsible for 2 centres ▪ The team size for both the centres combined was 150+ employees ▪ Daily production and improving the journey for the customers after it is onboarded with the best quality
Achievements	<ul style="list-style-type: none"> ▪ Achieved top position in the department by securing 57% renewals in first quarter of 2020 ▪ Best Performer in Mumbai location in the Covid crisis to reach a Target of 60% in the premium segment ▪ Best performer in Retention department for retaining 7.6% clients from the premium segment only ▪ Best performer in Productivity achieving a productivity of 9.7 in the whole retention department ▪ Awarded the best performer for 100% addressing the customer concerns without fail ▪ Created a benchmark for the department by addressing all open feedback/complain tickets within 3 months of taking charge. ▪ Enabled retention of 97 clients (Deal Value of INR 1.2 Cr) within one month of joining the department ▪ Achieved 10 Cr in DC in the month of Mar which was highest target achieved till date in Moglix ▪ Achieved 30 Lakhs consistently for 3 times for the AMJ quarter

INTERNSHIPS		
Arrellic Reliability Pvt Ltd, Odisha		Marketing And Business Development <i>Apr '18 – Jun '18</i>
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Digital Marketing Strategy formation for their consulting and predictive maintenance services enabling 160 customers into their platform ▪ Created Infographics, Design collaterals and Advertising Strategy for promotion of their training program for assisting in the revenue generation. ▪ Improved sales of the company by initiating and conducting events promoting offerings intending to address concerns about reliability, consulting, asset management ,best practices etc for increasing the customers for the training 	
ITR (DRDO),Odisha		Vocational Training <i>May '15 – Jun '15</i>
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Studied the various conventional machines and their operations under different parameters like depth of cut, speed and feed ▪ Machining was done in the CNC (Computer Numerical Control) machine for making the mould for the assigned design 	

PROJECTS & RESEARCH PAPERS		
Academic Projects	Pricing Strategy for a product	<i>Oct '18</i>
	<ul style="list-style-type: none"> ▪ Determined the pricing structure and logic Mr Magic and researched its implementation in the market place. ▪ Determined the demand , costs, completion, resources of the firm and opportunities for price customization 	
Live Projects	Managing Disruptions in Oil sector for BPCL	<i>Mar '18</i>
	<ul style="list-style-type: none"> ▪ Learning and analysing disruptions in oil industry and its impact on the Bharat Petroleum Corporation Ltd ▪ Evaluation of BPCL's growth opportunities in the future and comparison with the competitors 	

POSITIONS OF RESPONSIBILITY		
IIM Indore	Design and Videography at TEDx , HR Conclave , College Fest (Influx)	<i>Apr '18 – Oct '18</i>
	<ul style="list-style-type: none"> • Facilitated efficient communication by developing and designing content collaterals for various events throughout the academic year. • Created and managed a strong online presence for the events, including website content and social media • Increasing the number of candidates for the events helping in raising funds for the events 	

EXTRA-CURRICULAR ACTIVITIES	
Certifications	<ul style="list-style-type: none"> • Awarded certification in the CATIA by Central Tool Room and Training Centre in Odisha, 2015 • Awarded certification in Google AdWords For passing the fundamental and Ads search, 2018 • Awarded certification for successfully completing the e-Marketing institute online course and examination on the topic of online marketing fundamentals, 2017 • Awarded A+ grade in Lean Six Sigma Green belt certification from Asian institute of quality management, 2017
Interests	<ul style="list-style-type: none"> ▪ Enthusiastic about photo editing, video making and listening to music