

PROFIT CENTER HEAD | SALES, BUSINESS DEVELOPMENT | CHANNEL MANAGEMENT & EXPANSION

Advance Diploma in Marketing Management, assisting companies to achieve Sales & Operational & Customer Service Excellence

REVENUE & GROWTH DRIVER offering 18+ years of leadership & vision in steering competitive Go-To-Market Strategies (GTM) to enhance Retail / Direct / Channel Sales, Build Strategic Channel Partnerships, Expand Market Share, Drive Product Design/ Launch and Accomplish Multi-Fold Revenue Increase during the accomplished career in the Telecom (Prepaid & Postpaid Sales), Life Insurance, Matrimony & FMCD Industries. Lead entire Sales, Aftersales (Used Car Refurbishment/ Transfer of Ownership/ Stock Upkeep) ,C2B Operations, City Sales (Dealer, Auction Platform, Dealer RM , Dealer Finance)

CAREER AT A GLANCE



NOTABLE CAREER ACCOMPLISHMENTS

- ▶ **Highest Sales** of Used Car in South India for the Sobek Auto Division for **Rs. 31 Cr** with stock days of **1.5 days** on Oct 22
- ▶ Revenue saving with in-house refurbishment of cars to the tune of **Rs. 3 lacs** same month
- ▶ Successfully managed **Bangalore City** for **Oyo’s Weddingz Events Division** channelized the demand and supply graph for the city and handled complete P&L responsibility with a team size of 50 and making the City EBITA +ve. in 9months flat.
- ▶ Devising **entire GTM strategy** for **Oyo Wz** successfully enlisting over **40 properties** of small/mid/big event venues including Star Hotels in **8 months**
- ▶ Efficiently handled part of **South Bangalore** for a **2.5 crores / month market** at **Aircel Ltd.** (Bangalore), controlled RMS growth by 0.1% in a falling revenue scenario, reclaimed Customer Base by 1% post disruption by a new entrant
- ▶ Registered a **YoY growth of 80%** for **FY 13-14** as compared to a **National Average of 30%** **Matrimony.com**, recorded other key achievements like:
 - Achieved Average Revenue Turnover of over 35 lakhs / month from 25 Stores across East India
 - Enhanced the Annual Revenue to 4.68 crores from 3.18 crores in East Region
 - Increased the Productivity Per Store Indices to 1.41 lacs from 1.2 lacs, for Retail East
- ▶ Accomplished a **Revenue of 4 crores per month, 25% of the revenue** for **Urban East** at **Bharti Airtel Ltd.** (Bangalore), augmented data revenue from 1% of total revenue (48 crores) to 5% in 3 quarters,
- ▶ Worked on a Rural Stint at Gulbarga for Bharti Airtel Ltd., handled the biggest sub-zone for a 18 Crores market
- ▶ **Significantly Improved Customer Experience / Consumer Behavior** – Built customer segments for arresting revenue drop and enhanced revenue for Bharti Airtel with major segments such as Post-paid SME, COCP Holders and IoIP Holders
- ▶ **Strategically conceptualized, designed & drove Post-paid Retail & Corporate Plans** at **Bharti Airtel (Odisha)**, thus securing profitable business volumes in Post-paid sales
- ▶ **Front-led successful Launch of TATA Docomo Brand** in **Odisha**, Post-Paid Business Operational in Bhubaneswar and Cuttack

Career Span

Sobek Auto (OLX Auto), Bangalore as Channel Lead

Dec 2021 – Feb 2023

- ▶ Maximizing pre-owned car sales volume and value via a team of 40 sales and after-sales teammate
- ▶ Minimizing external cost outflow through in-house refurbishment of used car with available technician
- ▶ Running schemes for both sales and aftersales team to maximize output
- ▶ Increasing the efficiency of ownership transfer and related activity of post sales
- ▶ Ensuring margins in line of the mom objectives of the organization
- ▶ Key Dealer Relationship Management ensuring business health.
- ▶ Cross Function collaboration aligning with urgent objectives.

Gigforce Pvt. Ltd., Bangalore as SDL	Jan 2021 – Dec 2021
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- ▶ Strategically managed assigned partners across the territory and maximized business opportunities.
- ▶ Engaging team for 3PL workforce recruitments to cater to the needs of the E-Com giants.

OyoWeddingz.in, Bangalore as Dy. City Head	Mar 2019 – Dec 2020
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- ▶ Commenced City Launch of Weddingz.in, recruiting, mentoring and operationalizing a Demand and Supply team of 54 teammates
- ▶ Enabling business with close coordination on Digital Marketing initiatives with Corporate
- ▶ Alliancing with over 40 Key Event Destination in the City within half a year of launch
- ▶ Devising entire GTM strategy for both Supply and Demand Division

Bharti Airtel Ltd., Gulbarga as Zonal Sales Manager (Manager)	Jul 2018 – Mar 2019
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- ▶ Managing a team of 12 Territory Managers and 118 Distributors over 2 Districts of Gulbarga and Yadgir
- ▶ Turnover handled to the tune of 48 Cr.
- ▶ Ensuring market dominance over rural and urban spectrum of the districts.

PREVIOUS EXPERIENCE

- ▶ Jun 2016 – Jul 2018: Aircel Ltd., Bangalore as Zonal Sales Manager (Manager) South
- ▶ Jul 2013 – May 2016: Matrimony.com, Kolkata as Region Head (Sr. Manager) East
- ▶ Apr 2010 – Jul 2013: Bharti Airtel Ltd., Bangalore as Manager (Prepaid Data and Sales) - East
- ▶ Jun 2009 – Feb 2010: Tata DOCOMO (TTSL), Odisha as Manager (Post-Paid)
- ▶ Aug 2007 – Jun 2009: Bharti Airtel, Odisha as Assistant Manager (Sales & Marketing)
- ▶ Nov 2006 – Aug 2007: TATA-AIG Life Insurance Pvt. Ltd., Bangalore as Assistant Manager (Agency Sales)
- ▶ Feb 2005 – Nov 2006: Hutchison Essar South Ltd., Bangalore as Assistant Manager (Channel Sales)
- ▶ Apr 2003 – Feb 2005: Blow Plast Ltd., Bangalore as Sales Officer (Channel Sales)

Core Competencies

STRATEGIC	Strategic & Tactical Planning	Business Development	Operations (P&L)
	Budgeting / Cost Control	Direct & Channel Sales	Channel/Distribution Management
MANAGERIAL	Strategic Alliances/Partnerships	Change & Turnaround Management	Customer/Stakeholder
	Engagements	Marketing/Brand Promotions	Team Leadership / Trainings
	New Product Development & Launch	Sales Forecasting & Review	Process Improvement
	Demand & Supply Planning	Market & Competitor Analysis	Retail Stores Expansion
	Performance Monitoring		

ACADEMICS & CREDENTIALS

Advance Diploma in Marketing Management from AIMA, New Delhi in 2002

Bachelor of Commerce - Accounting Honours from Utkal University, Odisha in 1999

IT SKILLS: MS Office and Internet Applications

PERSONAL DOSSIER

Date of Birth: 30th Sep 1978 ~ **Linguistic Abilities:** English, Hindi, Bengali, Kannada

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