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Enterprise to new heights of success with perseverance & dedication. Delivering excellence across verticle -Targeting State level positions in Sales & Mass *Distributions, Business Operations, Revenue Management* with Esteemed Organizations working in

MP/PUNJAB/CHANDIGARH/HARYANA/HIMACHAL CIRCLE.

PROFILE SUMMARY

- 18+Yrs Extensive-experience in LED-LIGHTS/WIRE/FANS/TELECOM/4G-MOBILE-HANDSET-INDUSTRY Genral-Trade/Institutional.**

Sales on Width-Depth Distributions & Revenue Operations along with Super Stockist, Distribution/Retail Channel Partners to Drive Acquisitions/Revenue & Business-Operations, which directly impacts of Business Turn-Over.

- Working Esteemed Organizations like HFCL INFOTEL LTD/ALLENERS MEDICAL EQUIPMENTS LTD/ RELIANCE ADAG COMMUNICATION LTD/HUTCH-VODAFONE LTD/AIRCEL LTD/IDEA CELLULAR LTD JIO-INFOCOMM-LTD/SYSKA LED LIGHTS PVT LTD.**
- Pioneered launch of Syska Indoor-Outdoor-Smart-Industrial Led Lights Plus Housing-Project-Wire & Versatile Range of Fans.
- Presently affiliation with Syska Led Lights Ltd. as Zonal Business Manager of Gwalior Division.
- Pioneered launch* of 4G Digital Services/LYF Smart Phone /JIO featured Phone/ JIO Point Stores/JIO Money (Digital Payment Transaction) in past affiliation with RIL JIO Infocomm Ltd. as Branch Manager.
- Key role in *pilot launch* of Telecom Products at multiple National/State Level Organizations, including:- Idea (3G), Aircel (Pocket Internet), Vodafone&R.Comm (Prepaid & PCO), H.F.C.L Infotel Ltd (CDMA Handset) & Successfully Launch of Syska FANS & WIRE of Chandigarh/Haryana/Himachal/MP Circle.
- Hands-on experience in charting marketing strategies; enhancing business volumes & growth by driving sales volume.
- Skilled in developing relations with distributors by identifying strengths of each partner & coordinating for effective business development.
- Exposure in maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention.
- An effective leader & skilled negotiator with capabilities in leading, training & motivating large multi-Cultural workforce; imparting training for accomplishing greater operational & efficiency & business excellence.

CORE COMPETENCIES

~Project/ Piolet Phase Management
~ New Product Launch Management
~Retail Chain/Store Management
~Cross functional Team Management

~Super Stockist/Mass Distribution Retail Management
~Revenue Enhancement
~Client Relationship Management
~ Recruitment & Training Management

ORGANIZATIONAL EXPERIENCE

- **Syska Led Lights Pvt Ltd.**
- **Zonal Business Manager Gwalior Division MP** **March 2018- Present**
- Handling team of 25+ on roll employees to manage entire Gwalior Division for sales and mass distributions through Super Stockist/Distributors/Direct-Dealers/Govt./Private Contractors & Retailers.
- Handling the Syska overall business in products category of Led/Wire/Fans/Personal Care Equipments/Electric Irons in terms of business revenue.

Highlights:

- 01- Enhanced LED business revenue from 3.00Cr to 15.00 Cr Yearly Turnover during past 03 financial Fiscal (2019/2020/2021 and enhance 20.00Cr in 2022-2023)
- 02- Successfully Launched Syska Wire in Trade/Project to enhance business revenue from initial to 3.00Cr Yearly Turnover during past 03Years.
- 03- Successfully Launched Syska Fans in Trade to enhance business revenue from initial to 3.00Cr.
- 04- Enhance the Syska Personal Care business revenue 1.02 Cr Yearly Turnover during past 02 Year.
- 05- Successfully expansion of Distribution channel in terms of New Distributor appointment in Urban/Rural/Direct Dealers/Govt./Private Contractors & Retailers which directly proportional to syska business growth in past 03 Years.
- 06- Rewarded & Recognized by senior management of Company for significantly exceeded targeted growth in all 04 verticals (LED WIRE FANS & PERSONAL CARE EQUIPMENTS)

PREVIOUS EXPERIENCE

RIL JIO Infocomm Ltd. (M.P.)

Feb 2016-Feb 2018

Area Branch Manager (Business Operations)

Highlights:

- Spearheaded team of **25+**; trained for higher engagement; managing employee attrition by motivating & engaging team
- Acquired customers & sales as per planned target. Nominated as:
 - 1stJIO Centre for acquiring **1,50,000+** Customer Base
 - 1st JC for **90%+** Recharged Monetization in MP; 3rd position recognized by Regional Head (West)
- Achieved an approx. turnover of **INR 7.48 Crores** during 2017-18 with *No. 1 market share* across Telecom Industry
- Successfully implemented new systems and process for controlling 4G Digital distribution
- Steered efforts in appointing:
 - Exclusive Regional Distributor & Area Recharge Distributors
 - Device/ SIM Activating/ Recharge Outlets and mapped the same
- Initiated internal brand-identity communication with a resultant increase in overall sales

Adjudged as Best JC in Early Bird Retail Mapping and JIO POS Installation Contest in MP facilitated by State Head of MP

Key Result Areas:

- Enhance 4G data/voice acquisitions & revenue generation
- Ensure seamless execution for mobility projects under jio business
- Ensure cost optimization and productivity through proper planning
- Ensure adherence to all liaison with vendors/corporate clients & commercial controls
- Leadership to plan & organise projects to ensure deliverables from cross functional departments
- Devise action plan for customers retentions by recharge monetization through cashback offers
- Ensure procurement and other related permissions for mobility projects execution
- Motivate team members & cross functional team for higher engagement levels.
- Ensure developmet team members train & coach people on the job & groom them for higher responsibilities
- To control employee turnover/attrition and keep internal employees engaged and happy.
- Developing & appointing new channel partners to expand product reach to ensure Width & Depth
- Building & maintaining healthy business relations with corporate clients to generate high revenues

Review various weekly/monthly MIS reports pertaining to productivity of all business parameters

Idea Cellular Ltd. (M.P.)
Area Sales Manager

June 2011- Jan2016

Growth Path:

May'11-Jul'13 *Assistant Sales Manager*
Aug'13-Jul'15 *Sales Manager*
Aug'15-Jan'16 *Territory Sales Manager*

Highlights:

- Rewarded by COO for contributing revenue of **INR 13.20Crore** in 2011-12
- Successfully appointed:
 - Exclusive 3G outlets to generate high revenue
 - VAS selling outlets to enhance revenue & increase RMS
- Played a *key role* in implementing Direct Payout on Retail Demo Sim on every 15th of the month
- Managed winning Distributor of the Quarterly Q1=Q2 Contest during the period of July – September (2012)
Adjudged as Top TSM by Sales Head; judged on parameters of Gross/Revenue/UAO/URO/VAS/3G RCV Territory/Usages

Dishnet Wireless Ltd., Aircel (M.P.)
Territory Sales Manager

May 2010-May 2011

Highlights:

- Successfully launching Aircel Data Services; *appointed APP (Aircel Preferred Partners)*, Gwalior to generate high revenue
- Played a key role in implementing Malamal(Retail claim) on every 15th of the month
- Acknowledged & rewarded for DBR and *successful launch of Pocket Internet*; won the contest during the period of July to September which has facilitated by the COO

Adjudged as Top TSM by Sales Head; judged on parameters of Gross/Revenue/UAO/URO/VAS/PI Territory/Usages

Hutch & Vodafone Essar Ltd. (Ambala/Kurushetra)
Relationship Sales Manager

Jan 2008-Aprl 2010

Highlights:

- Steered efforts in *launching SKH(Skore Kaya Hai Mela)* for retailers engagement scheme in Ambala territory
- Coordinated with Marketing Team to manage branding activities for Vodafone at eating outlets on National Highway 47
- Successfully acquired premier outlets including Railways, Bus Stand, Government Colleges & Universities, Cantonment
- Independently identified & appointed *5 Business Partners* within a year to lead business in a highly competitive market

Reliance Communication Ltd. (Chandigarh)
City Lead in Prepaid Sales/PCO

Feb 2004-Dec 2007

Highlights:

- Consistently achieved sales and revenue targets in/out locations of Chandigarh cluster, rewarded with foreign trips
- Steered efforts in successful tie up with HP & BPCL Retail outlets & Haryana Roadways co-ordinating with zonal lead
- Successfully acquired key accounts of premier sectors such as Government Colleges, Army Cantonment & Judicial Court

Allengers Medical System Ltd. (Chandigarh/Mohali/Punjab)
Sr.Executive in Direct/Institutional Sales

Feb 2003-Jan 2004

Highlights:

- Awarded *Best Sales Person* for achieving 1.2Cr Revenue by Cracking Global Hospitals Account of Comptetior.
- Acknowledged as *Star Performer* for achieving on 120% Sales Target and 110% of Revenue Targets amongs Zonal Team during my tenure period at Corporate Office, Chandigarh

HFCL Infotel Ltd. (Mohali & Chandigarh)
Executive in Prepaid Sales

Feb 2002-Jan 2003

Highlights:

- Awarded *Best Sales Person* for achieving **100% sales targets** in July 2002.
- Acknowledged as *Top Performer* among the Team Leader at Zonal Office, Chandigarh

ACADEMIC DETAILS

- 2009** **MBA, Marketing** from Sikkim Manipal University, Manipal
- 1998** **M.Sc., Applied Physics (*Spl. Electronics & Semiconductor*)** from Barkatullah University, Bhopal M.P.
- 1996** **B.Sc., Maths(Physics & Chemistry)** from Barkatullah University, Bhopal, M.P.