

# NAVEEN SINHA

Strategic Business Operations | P&L Management | Leadership & Team building | Sales & Business Development Strategy | Revenue Top line



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An execution-oriented & performance focused seasoned professional with **over 21 years of leadership experience across Healthcare, food, Petroleum retail, telecom and various other industries and geography**; gained expertise across Business Operations, strategic planning, network planning and hands-on P&L management with focus on augmenting business growth.

## Executive Profile

Battle-hardened business leader with **innate passion relentless focus & perseverance and business acumen** for success in **mature, emerging & new technology ventures**, relationship management in complex customer organizational structures. Hands-on leader, who thrives on complexity & has remarkably scaled business metrics.

Chosen amongst the first few employees of **Reliance jio in North India** and played a key role in network planning by helping network team in project roll-out across different stages. Instrumental in setting up of entire ground business architecture including managing requirement as per business plan by way of taking approvals from Govt/Private bodies & RWAs. Recognized for most economical rollout of core infrastructure facilities across **Delhi NCR and part of UP/Rajasthan**.

Successfully drove P&L since inception, identified & recruited the channels, customer acquisitions & retention, customer service & end-to-end business operations involving coordination with finance, human resources, network deployment, network operations, fiber construction, infrastructure operations & maintenance & supply chain team.

Capabilities in exploring and driving strategic & tactical decisions, assimilating and analyzing **360-degree view of a situation**, and calibrating internal processes to resonate with outside-in realities. Comprehensive experience in articulating technology solutions.

Experience in formulating and implementing business and operational plans, establishing new businesses right from scratch and driving them with double-digit profit; experience of setting up **Marketing & Sales & Business Development teams**, having sustainable competitive advantage.

A multi-tasking expert, who has received accolades for achieving business excellence in multiple roles, covering mass distributions, branded retail, multi brand retailers, Enterprise, B2C, B2B, Tele sales, Customer life cycle management –Pertinent across industries.. Lead **cross-functional & multi-cultural teams** through multi-level engagements for strategic deals; drove margins by closely working with internal teams and partners.

## Soft Skills



## Personal Details

**Date of Birth:** 27<sup>th</sup> September 1975 |  
**Languages Known:** English & Hindi  
**Address:** Flat No. 8071, ATS Advantage Apartments, Indirapuram, Ghaziabad – 201014  
**LinkedIn:** <https://www.linkedin.com/in/nksinha1/>

## Critical Strengths & Competencies

### Strategic Business Planning



### ROI/P&L Management



### Sales & Distribution Management



## Career Timeline



## Recognitions

Received Trophy from M.D. of the company for being the **BEST & CONSISTENT** No. 1 Performer nationally..(FIRST /ONLY such person to get )

Recognized amongst the best Managers of the country in Distribution excellence (AAKRAMAN CONTEST-2017, PROJECT VISTAAR-2019 )

Consistently getting recognized and **amongst the best ranked nationally on almost every KPI.**

Received various awards & recognition for managing the best customer acquisitions, device sales and REC addition in Reliance Jio.

Overachieved sales targets & generated revenue of ₹154 Cr. In FY 2018-2019 vs ₹91 Crs. in FY 2017-18.

**Leading a team of Champions-** Not only my JCMs (Branch managers), even the vertical leaders are getting recognized as the best in their class.

Awarded for fastest completion of network across all elements (E-Node B, Colleges Wi-Fi, IBS, ODSC) in Reliance Jio

Awarded for acquiring maximum colleges in the country under College Wi-fi Programme and efficient rollout.

Awarded with the **"Best Functional Champion"** for the Circle in Reliance

Achieved business of ₹36.5 Crs. in **FY 2011-12** in Reliance Communications

Created alliances locally with OEMs & sold EVDO cards through Acer/HCL channels thereby attaining **growth of 26%**

## Professional Experience

**Since April'2012: Reliance Jio Infocomm Ltd., Delhi NCR**

Joined as **Senior Manager – Acquisition Head for Network Deployment** and rose to the position of **Deputy General Manager – Business Operations in July'2014**. Further got promoted as **GENERAL MANAGER-Business Operations** in August'2021.



**Role:** ~As **General Manager:**

- Managing overall business operations of Reliance Jio Infocomm Limited for part of Delhi NCR circle across all the Jio Centers (Branches/P&L center) and their P&L right since the inception
- Formulating & Implementing processes & local level strategies and executing them at the ground
- Facilitating & implementing customer acquisitions & retention across mobility (wireless) business, FTTX (Wireline Business) including mobile handset sales, data device sales, SIM activations.
- Heading a team of approx. 700+ team members spread across all the verticals which includes sales & operations team members (Wireless, FTTX, Enterprise, HNI Acquisition), customer service, finance, human resources, network deployment, network operations, Fiber Construction, infrastructure operations & maintenance, Supply chain team and own stores team members including both on-roll and off roll team across various verticals.
- Driving channel expansion, retention, stores productivity and manpower productivity and R.O.I.
- Driving enterprise sales, acquiring new accounts (including corporate/SME/SMB/Tech Parks) as well as government accounts, leading existing accounts; augmenting revenue along with managing HNI Accounts and launch of doorstep delivery.
- Providing customized/differential services for better customer experience by providing proper training on customer delight to the team.
- Leading Network deployment/addition basis the business requirement & managing network related complaints & issues, coordination with network team for resolution of the same
- Ensuring desired growth curve across verticals by conducting periodic reviews across channel & geography basis sales reports/MIS.

~As **Senior Manager:**

- Drove Network planning, assisting network team in project roll-out across different stages; shared requirement as per business plan by way of taking approvals from Govt./Private bodies & RWAs as first few employees of Reliance Jio in North India
- Closed fastest roll-out of core infrastructure facilities across Delhi NCR & part of Uttar Pradesh & Rajasthan
- Led Real Estate Acquisitions for Intra City Project, NLD Rollout as well as ILAs across Delhi NCR and part of Uttar Pradesh and Rajasthan
- Established cross-functional coordination with multiple functions like Network Planning Team, Construction Team, Operations & Maintenance Team, Logistics, Finance & Commercial Team on daily basis for Smooth rollout and progress

**Achievements:**

- Set-up the process from scratch, identified & recruited the channel and team members & ensured training & development to achieve maximum growth as a team
- Lead a team which consistently ranked as the **best team** since last 3 qtrs. of 2019; team members (JCMs/Branch Managers) have been ranked amongst the TOP JCMs of the country.
- Recognized (team) for managing the best HR function (Recruitment/attrition), Finance function (Control/audits), Network function (Infrastructure mgt.) and Operations & maintenance function (Core Operations)
- Got appreciated for closing the fastest and the most economical roll-out of core infrastructure facilities across Delhi NCR & part of UP/Rajasthan

## Previous Experience

**Jan'07 – Mar'12: Reliance Communications Ltd., Lucknow**

**Growth Path:**

**Mar'11 – Mar'12**

**Aug'08 – Mar'11**

**Sep'07 – Aug'08**

**Jan'07 - Aug'07**

**Vertical Lead - Data products & Devices**

**Vertical Lead - Data Business**

**Circle CMG Lead (Business Analytics & VAS Pro.)**

**Cluster Marcomm Lead**

**Role:**

~As **Vertical Lead – Data Products & Devices:**

- Spearheaded complete gamut of wireless data and devices business (Handsets, FWP & Blackberry Handsets) for UP East Telecom Circle
- Formulated & implemented business plans in line with AOP, sales & revenue targets, sales planning, forecasting, MIS generation, expansion of retail/distribution channel for data & devices, driving gross additions/revenue business through all the verticals like distribution, direct sales, ROR, net connect distributors (IT retail chain) & corporate wireless group
- Acquired new accounts (corporate), managed existing accounts, planned & delivered customized/differential service for better customer experience & increased revenue through

**RELIANCE**  
Communications

Acquired some of the large corporates like **Sahara, Telco, NTPC**

Introduced **EVDO (High Speed Data)** network in **70 towns** across the state & ranked as the best nationally on productivity/BTS

Managed/struck alliances and co-promotion with brands like **Big Bazaar, Pantaloons, HCL, ACER**

Overachieved Data AOP targets continuously for 3 financial years (FY 10-11) by 69% in Reliance Communications

Lead Business volume of ₹ **216 Cr.** in Reliance industries in FY 2005-06  
Appointed **23 Petro Dealers** - the highest no. in North in RIL

Procured **43 no.** of locations of retail outlets in north., spread over 58 acres of land in 18 Districts

Qualified in 4 BVQI operational audits all the ROs of territory & achieved a score of more than 90% and thus qualified amongst the best in the country

Received "Letter of Appreciation" from Regional Head, for controlling the pilferage not only for my ROs but also for other ROs/State Terminal

Received letter of appreciation from Business Head on achievement of 592 % of Annapurna Salt Target

WON CPD superstar award and won Kinetic Scooty & diamond pendent for delivering highest growth in CPD/Kissan Range of products in Maharashtra

Got appreciation for 121% Growth in territory including 219% Growth in OTC products during 1999-2000.

- close coordination with CWG team
- Monitored timely settlements of claims from company to channel and channel to trade
- Led cross-functional activities like Marcomm, COSD, IT, network, commercial
- Conducted competitor analysis competitor, market intelligence & thereby planning market specific marketing activities, execution at ground zero, tracking returns out of each activity
- Provided & ensured Product Training/Updates to Sales Team/Channels regularly

#### ~As **Circle CMG Lead (Post-paid Business Analytics & VAS Promo):**

- Analyzed post-paid business analytics, managed up-selling and cross-selling of post-paid and VAS products along with administration & management of call centre operations & circle analytics facilities comprising a team of 124 Team Members
- Generated revenue through tele calling on VAS promotion of ₹ 6.84 Crs. during FY07-08

#### ~As **Cluster Marcom Lead:**

- Managed MARCOMM & VAS thereby contributing in revenue enhancement including communication development, trade merchandising, Signage's & OOH Visibility & Promotional activities
- Led complete BTL activities across various product categories and platforms
- Launched **28 new towns** thereby increasing sales & revenues

#### **May'02 – Dec'06: Reliance Industries Ltd., Lucknow**

##### **Growth Path:**

**Field Sales Officer**

**May'02 - Dec'04**

**Marketing Operations Manager**

**Jan'05 – Dec'06**

##### **Role:**

- Managed operations, sales and service value proposition of network of petroleum & food retail outlets through a team of retail outlet managers and cluster managers, apart from being responsible for marketing support, business development, loyalty programme, sales promotion & lubricants sales activities across all the retail outlets
- Relationship building with top corporate, industrial units, fleet operators, transporters, small scale industries, sugarcane crushers and all others bulk consumers of high-speed diesel/lubricants/tyres
- Identified, appointed, trained & developed all the 23 dealers/operators and retail outlet staff
- Handled 5 COCOs, 2 CODOs and a Team of 14 Managers including 5 Retail Outlet Managers, 3 Fuel Forecourt In-charges, 3 Plaza In-charges, 3 Maintenance In-charges
- Ensured delivery of customer value offerings, adherence of SOPs and regular quality audits, Target allocation & managing achievement of the budgeted sales targets of petrol, diesel & lubes. Ensured regular trainings on customer service, fire & safety, S.O. P's compliance and housekeeping
- Cross functional coordination with functions like fleet, TCP operations, supply & distribution, logistics, fuel operations, hospitality & Engineering (maintenance) and coordination with various govt. departments, architects, survey & soil testing agencies for speedy progress and success of the project
- Planned retail network of UP East as a member of national network planning team and decision-making of land procurement at COCO/CODO outlets basis cost analysis (R.O.C.E) within given time frame & capital outflow of ₹ 25 Cr.



#### **Jul'01 – Feb'02: Hindustan Lever Ltd., Ratnagiri as Territory Sales In-charge**



Hindustan Unilever Limited

##### **Role:**

- Planned & executed secondary sales, visibility, display and merchandising.
- Improved the Infrastructure, coverage & secondary sales considerably in the entire territory
- Worked in Nagpur and Vidarbha Zone for special project on relaunch of Wheel and Breeze
- Achieved highest TLSD of 946 & won TLSD Contest in the west region
- Acknowledged with awards across all 4 categories for 6 JCs consistently

#### **Jun'98 – Jun'01: Novartis Consumer Health (India) Ltd. (Presently Nestle (India) Ltd.), Lucknow as Territory Sales Executive**



Good Food, Good Life

##### **Role:**

- Launched & established the business in Lucknow & 9 other districts while managing both clinical as well as O.T.C. business
- Planned and executed sales achievement of OTC business through distribution network and support of M.S.E's and clinical business with the support of C.B.E.s
- Established & run distribution network of 15 distributors, Spread over 10 Districts- through C&F

## Education & Credentials



**Institute of Productivity and Management**  
Approved by AICTE, MHRD, Govt of India



**LUCKNOW**  
UNIVERSITY



**1998**  
**1995**

**PGDBM in Marketing** from Institute of Productivity & Management, Lucknow  
**B.Sc. in Geology & Botany** from Lucknow University; **emerged as 2<sup>nd</sup> Rank Holder in the batch**