Arun Kumar

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**OBJECTIVE**

My immediate objective is to secure a challenging role in a progressive organization allowing me to demonstrate my commitment to hard work and success for the respective firms as well as kick-growth in my career.

**Profile: - Distribution and Retail Channel as Area Sales Manager for United Brands of Shisha India Pvt. Ltd.**

**Key Responsibilities: -**

**WORK EXPERIENCE**

November 2021 to till date at **United Brands of Shisha India Pvt. Ltd.** **(Al-Fakher)**

**•** November, **2021 to till date working as Area Sales Manager for United Brands of Shisha India Pvt. Ltd. as Brand Name of Al-Fakher Hookah Flavours.**

• **I am taking care of Distribution, total retail and HORECA Channel of Punjab, Chandigarh & Tri-City, Jammu & Kashmir, Himachal, Uttarakhand and handling team of 5 DSE’s with a total business of the 50 lac Monthly with the support of 150 Retail Outlets and HORECA Channel in this territory.**

**I have appointed all 7 new Distributors at all different location in my territory and Rewarded for my Performance by the company.**

**Profile: - Distribution and Retail Channel as Area Sales Manager Samsung Mobiles.**

**Key Responsibilities: -**

WORK EXPERIENCE

March 2017 to January 2018 at Samsung Mobiles at Himachal Pradesh in HP-1 Cluster**.**

**Profile: - Distribution and Retail Channel as Area Sales Manager Samsung Mobiles.**

**Key Responsibilities: -**

**• March, 2017 to till date working as Area Sales Manager for Samsung Mobiles at Himachal Pradesh in** HP-1 Cluster.

**• I am taking care of Distribution and total retail of** Kinnaur District (Recong Peo & Outer),Shimla District (Shimla, Shimla Outer, and Rampur & Rohru),Solan District (Solan and Solan Outer) **and** Sirmaur District (Paonta Sahib, Nahan and Kala Aamb) **of my assigned territory.**

**• Handling a Team of 4 TSMs and 8 Distributors, 14 Front Sales Executives and 8 back end Operation Executives.**

**• Responsible for Distribution and about 300 Retail outlets handling of my assigned territory, Sell In, Sell Out, Tertiary and IMEI activation of Samsung Mobiles.**

**• Revenue part HHP Tertiary, Market Wise Planning, WOD of Territory.**

**• WOD/Dealer Expansion, Schemes Drives, Retail Engagement and Business Drive.**

**• Year on Year Growth Working Distribution Market Wise on Sell In and Sell Out.**

**• Dealer/WOD Category Upgradation and Branding part of Retail Market.**

May 2016 to March 2107 at Reliance Communications Limited at Patiala Cluster **is a Company that provides Total Telecom Solutions.**

**Profile: - Prepaid Distribution Channel (Pre Paid Manager Sales) Reliance Communications Limited.**

**Key Responsibilities: -**

**• May, 2016 to March 2017 working as Prepaid Channel Sales Manager for Reliance Communications Limited at Patiala Cluster.**

**• I am taking care of Distribution and total retail of Patiala, Bahadurgarh and Samana of my assigned territory.**

**• I was taking care of Distribution and total retail of Sangrur, Sangrur Outer, Longowal, Dhuri, Sherpur, Malerkotla, Amargarh, and Ahmedgarh of my assigned territory from May 2016 to 7th Feb 2017.**

**• Handling a Direct Team of 9 Distributors, 11 Front Sales Executives and 4 back end Operation Executives.**

**• Responsible for Distribution and more than 500 Retail outlets handling of my assigned territory, Sales, Gross Add, SOGA and SONA of Pre Paid Data activations.**

**• Revenue part Lapu Tertiary, Site Wise Planning, CAF Pendency, TVP, Transacting/Non-Transacting Retailers, Activating/Non-Activating Retailers.**

**• Bulk Activation, Growth of Data Unique Transacting Outlets (UTO), Growth of Data Sim Outlets (UAO) &.**

**• Execution of Mobile Number Portability and targets of MNP.**

**• Apart from this I am also responsible for promoting for short-term objectives of company such as promo plans.**

**• Highlighting new schemes, plans and products launched in market & also responsible for churn part and Growth of Revenue part and activations to increase Market Share of company,**

**• Also responsible to increase retail outlets as per the depth of the market.**

**• I have appointed 3 new distributors for Sherpur, Ahmedgarh and Amargarh.**

**Achievement: -**

**• I have been awarded for** Brilliant Execution of FRC 149 month of Dec., 2016**.**

September 2013 to November 2015 at Eqbal Inn & Hotels Ltd. at Patiala Cluster **is a Company that provides Total Hospitality Solutions.**

• September, 2013 to November 2015 working as Banquet Operation Manager for Eqbal Inn & Hotels Ltd. at Patiala.

• Key Responsibilities: - **Identifying Potential Customers/ Making Offers/ Generation of the Marketing plan/ Sustaining Current Customer Base/ Conducting Business Promotions/ Generating Business Reports.**

**• Occupancy & Revenue Budget for the year/ Study Market Scenario and Competition Review/ Plan Market Strategy/ Advertising & Media Schedule.**

**• Looking after the Sales/ bookings/ planning’s/ take a look at function preparation and operations/ All Banquet/ Restaurant & Rooms Sales and Marketing of the property.**

**• Programs & Promotions Strategy/ Food & Beverage Promotions/ Conducting Business Promotions with associating the hotel with Big Brands through events and monitoring the branding of the hotel.**

**• Generating Business Reports/ Planning of weekly working with maintaining of weekly Sales Call Planner/ Maintaining and sharing of Daily/Weekly and Monthly Sales Report with sales team and Higher Management.**

December 2011 to till 30th June 2013 at Reliance Communications Limited at Patiala Cluster **is a Company that provides Total Telecom Solutions.**

**Profile: - Prepaid Channel and Data & Device Sales Manager (Deputy Manager Pre Paid Sales) Reliance Communications Limited.**

**Key Responsibilities: -**

**• December, 2011 to June, 2013 working as Data & Device and Prepaid Channel Sales Deputy Manager for Reliance Communications Limited at Patiala Cluster.**

**• I was taking care of Distribution and total retail of Patiala, Rajpura, Nabha, Bhadson, Samana, Devigarh, Sanour, Patran and Khanori of my assigned territory.**

**• Handling a Direct Team of 7 Distributors, 22 Front Sales Executives and 6 back end Operation Executives.**

**• Responsible for Distribution and more than 1800 Retail outlets handling of my assigned territory, Data & Device Sales, Gross Add, SOGA and SONA of Pre Paid Data activations.**

**• Revenue part Lapu Tertiary, Site Wise Planning, ZBD, PEF Barring, PEF Pedency, DTN Barring, AVCV, Transacting/Non-Transacting Retailers, Activating/Non-Activating Retailers.**

**• Bulk Activation, Growth of Data Lapu Selling Outlets (LSO), Growth of Data Sim & Device Selling Outlets (SSO) & Telecalling Data of my assigned distributors.**

**• Execution of Mobile Number Portability and targets of MNP.**

**• Apart from this I am also responsible for promoting for short-term objectives of company such as promo plans.**

**• Highlighting new schemes, plans and products launched in market & also responsible for churn part and Growth of Revenue part and activations to increase Market Share of company,**

**• Also responsible to increase retail outlets as per the depth of the market.**

**• I have appointed 3 new distributors for Patiala, Rajpura, Nabha, Bhadson, Samana, Devigarh, Sanour, Patran and Khanori Town.**

**Achievement: -**

**• I have been awarded for** Brilliant Execution of 3G Dongles & Device Placement month of March, 2012**, because of 90% execution of 3G Dongles & Device Placement in my assigned market.**

**• I have been awarded with special incentive for** Achieving 110% Target for Month of Aug. 2012**.**

• I have been rewarded with R&R for achieving 100% Target of my Handset Led Activations for the month of September 2012 and send for R&R at Timber Trail, Parwanu, HP**.**

September 2006 – December 2011 at Bharti Airtel Services Limited at Ludhiana Zone **is a Company that provides Total Telecom Solutions.**

**Profile: - Territory Sales Manager (Executive Pre Paid Sales) Bharti Airtel Services Ltd.**

**Key Responsibilities: -**

**• From November 2008 to December 2011, working as Territory Sales Manager Pre Paid for Bharti Airtel Ltd. at Ludhiana Region.**

**• I am taking care of Distribution and total retail of Kotkapura, Faridkot, and Jaitu of my assigned territory.**

**• Handling a Direct Team of 3 Distributors, 10 Front Sales Executives and 6 back end Operation Executives.**

**• Responsible for Distribution and more than 532 Retail outlets handling of my assigned territory, Gross Add,** SOGA **and** SONA **of Pre Paid activations.**

**• Revenue part Lapu Tertiary, Site Wise Planning, ZBD, PEF Barring, PEF Pedency, DTN Barring, AVCV, Transacting/Non-Transacting Retailers, Activating/Non-Activating Retailers.**

**• Bulk Activation, Growth of Lapu Selling Outlets (LSO), Growth of Sim Selling Outlets (SSO) & Telecalling Data of my assigned distributors.**

**• Execution of Mobile Number Portability and targets of MNP.**

**• Apart from this I am also responsible for promoting for short-term objectives of company such as promo plans.**

**• Highlighting new schemes, plans and products launched in market & also responsible for churn part and Growth of Revenue part and activations to increase Market Share of company,**

**• Also responsible to increase retail outlets as per the depth of the market.**

**• I have appointed 3 new distributors for Faridkot, Kotkapura and Jaitu Town.**

**Achievement: -**

**• I have been awarded for** Brilliant Execution of MNP Launch for the month of January, 2011**, because of 34% execution of MNP in my assigned market. I have topped in my zone with 34% and got 3rd rank in north zone.**

**• I have been awarded with** Certificate of Excellencefor the Month of April, 2011 **for Airtel Star Club Enrollment and Achievers.**

**• I have been awarded Star of the Month for Target Achievement & and best TSM Prepaid with more than 100% of Target achievement in the Month of April, July & Nov. 2010.**

**• I have been awarded Star of the Month for July, 09 with 120% of Target Achievement & and best TSM Prepaid with 135% of Target achievement in the Month of Aug 09.**

• I got new opportunity to work in Pre Paid business in the month of November, 08 to handle 4 distributors in upcountry and three in Ludhiana City.

• I increased pre paid sales more than 40% in my assigned territory.

• I increased revenue more than 15% in my assigned territory by increase number of new outlets and by pushing sales of Paper Recharge Coupon.

• I appointed many distributors as per the market requirement.

**Ex- Profile: -Channel Manager (Post Paid Sales) Bharti Airtel Services Ltd.**

Key Responsibilities: -

**• From September 2006 to October 2008 working as Channel Manager and looking Post Paid Channel and Corporate Sales for Bharti Airtel Ltd. in Ludhiana Region.**

**• Responsible for Channel Sales of Post Paid Connections of Bharti Airtel Ltd. in my assigned territory i.e. Ludhiana, Ferozpur, Faridkot, Kotkapura, Jaito, Moga, Baghapurana, Jagraon, Raikot & Mullanpur.**

**• I was handling 6 ARCs/Distributors and 4 FSOs who were responsible for multi task business also handling retail of the same territory for post paid business.**

**• Apart from this I was also responsible for promoting for short-term objectives of company such as promo plans, & highlighting new schemes & plans & products launched in market & also retention part of company is to retain existing customer base & convert competitor’s customer to permanent Bharti Airtel Ltd. customers.**

**Achievements: -**

• I have been promoted off rolls to on the rolls of the company in the month of Jan., 2008.

• Always achieved monthly Targets more than 100% in Post paid and extraordinary performance in all KPI.

• Increased Sales by 35% in Upcountry and 30% in Ludhiana (Main City) market in my assigned territory. I started a new initiative by pushing 20% of the sales of High Rental Plans to enhance the revenue of the company.

• I have Channelized New Distributors/DMAs & DSAs with the Company who helped to get more customer base and also revenue for Company.

May 2005 – August 2006 at SPICE COMMUNICATIONS PVT. LTD. at in Patiala Zone **is a Company that provides Cellular Services.**

**Profile: - Executive Postpaid Corporate Sales (Spice Communications Pvt. Ltd.)**

**Key Responsibilities: -**

• Handling Post Paid Channel and Corporate Distribution in my assigned territory i.e. Distt. Patiala and surrounding Rural

.

• Responsible for Post Paid Channel/Retail and Corporate Connections of Spice Communications Pvt. Ltd. in my assigned territory.

• I was handling 6 Corporate Dealers who were responsible for corporate business for their assigned territory.

• Apart from this I was also responsible for promoting for short-term objectives of company such as promo plans, & highlighting new schemes & plans & products launched in market & also retention part of company is to retain existing customer base & convert competitor’s customer to permanent Spice Communications Pvt. Ltd. customers.

**Achievements: -**

• I have sourced 8k to 9k corporate sales as bulk deals from different corporate and given new and quality customers to the company. Always achieved monthly targets more than 100% in corporate post paid sales.

• Collected maximum database in the branch.

• Increased Sales by 80% in my assigned territory.

• I have appointed 3 New DMAs for Channel/Retail Sales and 2 New Corporate DSAs for Corporate Sales with the Company in my assigned territory. They helped to get much more customer base and also revenue for Company.

**ACADEMIC QUALIFICATION**

• B.A. from Punjabi University, Patiala in the year 2000.

PROFESSIONAL QUALIFICATION

• Certificate in Computing from IGNOU in the year 2000.

• Diploma in System Management from APTECH in the year 2000.

• MBA from Madurai Kamraj University, Madurai.

• The Fundamentals of Digital Marketing from Google.

• Certificate in SEO: Search Engine Optimisation and Google Ads.

• Certificate in Cyber Security.

PERSONAL INTERESTS & ACHIEVEMENTS

• Topper in English with in Graduation.

• Have interest in Traveling, Socializing with people, and Music Listening & Passionate lover of Cricket.

LANGUAGES KNOWN

• English, Hindi and Punjabi.

PERSONAL INFORMATION

Date of Birth : 19th May, 1981

Father’s Name : Late. Dr. Jiwan Kumar

Current CTC : 6 Lac per Annum.

ARUN KUMAR