

Prapanna Chaudhuri

- Entrepreneur | CMO – Chief Marketing Officer
- Founder Director, Damarru | Ex-VP, Vodafone | Ex – Reliance, Gulf Oil
- IIT, Delhi (Digital Marketing & Business Analytics) | JNU, Delhi (MA) | IBS, Kolkata (MBA)

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"TRY NOT TO BECOME A MAN OF SUCCESS. RATHER BECOME A MAN OF VALUE". - Albert Einstein

After a very successful career, and being in leadership positions in large MNCs in Sales, Marketing & Business Operations, I started my Entrepreneurship journey to add value to - lives and businesses. That's how Damarru, a Digital Marketing Agency, was born in 2018. And after series of pandemic induced challenges, it is striving to be amongst top agencies in Delhi NCR.

- Expertise in **leading Marketing Ops, Sales Ops** and in **General Management** roles delivering **Business Growth**.
- **22 years of experience** - 4 Years as an Entrepreneur, 18 years in large MNCs in Telecom.
- Helped companies in FMCG, EdTech, IT, eCommerce, Tourism grow through Online Marketing.
- Rich diversity of experience in - Traditional to Digital Marketing; Product to Brand Managmnt; B2B to B2C Sales.
- Passionate about **Brands** I represent and **People** I work with.

Key Career highlights

1. New Businesses –

- o Founded **Damarru**, a Digital Marketing Startup. Break-even in 4th year despite pandemic induced challenges.
- o **D2C / eCommerce** – Created the platform and developed business plan / process of 3 eCommerce businesses.
- o Launched **Mpesa** in India - a Mobile Money Transfer and payment services unit of Vodafone.

2. Product Marketing – Developed and managed more than 250 products across B2B and B2C Segments.

3. Brand Launches – Spearheaded launch of BIG brands – Command to Hutch; Hutch to Vodafone.

4. Digital Marketing – Designed & executed SEO, Social Media Marketing, PPC Ad Budgets of 30+ clients across industries.

5. Digital Transformation – Technology integration across all business aspects to launch - e-Recharge, billing systems.

6. B2B Sales – Led enterprise business verticals of mobility and fixed line products including internet & cloud businesses.

7. B2C Sales – Managed all formats of FMCG Distribution channels; Modern Trade; and Exclusive Retail Channel.

8. Business Head – Led business operations of both - small scale Startups as well as large scale MNCs (T/O @ Rs 1500 Cr).

9. Business Turnarounds – In Vodafone, turned around multiple businesses facing varied challenges -

- o Leadership Markets (WB, UP, Del, Kol): From negative YoY to double digit YoY revenue growth.
- o Weak Markets (Pun, AP, HP): Leadership in incremental revenue market share.

Founder Director, Damarru: (From Jan'18 till date)

Role - Building the Organisation. Managing Marketing Operations, Sales Operations, and P&L

Damarru is a Digital Marketing Agency focused on growing its clients' – Online Search Visibility, Profit, Sales Management, Brand Awareness, Customer Engagement, Website Traffic, and Conversion Rates. Damarru has Expertise in SEO - Search Engine Optimisation, Social Media Marketing, PPC / Paid Mktg, Online Advertising, Content Marketing, Email Marketing.

Key Achievements

- Turned Profitable in 4th year in spite of Covid induced business challenges.
- Helped multiple Start-Ups in – FMCG, EdTech, IT, eCommerce, Tourism - achieve their business goals.
- People Management – Finding right talent and retain them in a high-attrition industry

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VP, Head of Sales and Marketing – AP & Telengana, Vodafone: (April'15 to May'17)

GM, Business Development – North India & East India, Vodafone: (May'13 to Mar'15)

Role – Driving P&L of Consumer Business through Zonal Heads and Function Heads of - Marketing, Sales, Retail, Mpesa.

- Team of 1000+ Employees (including 250+ FTEs). Rs 1500 Cr Business (Annual Revenue) serving 70 Lakh Customers.
- Planning Budget & Strategy. Achieve Topline growth, Market Share gain, Margin growth, Brand scores.

Key Achievements

- Exclusive Retail channel leveraged to engage postpaid customers. **20% YoY growth** in postpaid revenue.
- Rebuilt the acquisition model coupled with **rural distribution expansion**. Gain in customer share by **5%** in rural.
- Alternate channels explored in Mpesa (Mobile wallet). Monthly throughput increased **15 folds**.
- **Brand score** – Improved from 4th rank to **1st Rank** in NPS scores.
- **Competitive edge** through strategic interventions like - Customer 1st Agenda; Urban play vs Rural play models in Distribution; democratization of Mobile Internet; Sales Engagement programs.

Head of Marketing – WB, Assam & NE, Vodafone: (Jul'10 to Apr'13)

Role - Heading Marketing Operations for Consumer & Enterprise Businesses. Product Strategy, Product Development, Pricing, Brand Strategy, CRM, CVM, CLM, Market Research, PR, Analytics. Responsible for Revenue, Margin, Market Share.

Key Achievement - Won **Best Marketing Head in India** award thrice | 7% gain in market share in Assam.

Deputy General Manager, Zonal Head – North Bengal, Vodafone: (Feb'09 to Jun'10)

Senior Manager, Prepaid Sales & Distribution Head – West Bengal, Vodafone: (Oct'07 - to Jan'09)

Role - P&L responsibility of Zone - Revenue @ Rs 350 Cr; Market share @ 35% | Customer Acquisition & Revenue targets, FMCG style Consumer Channel expansion & extraction, Designing Sales & Distribution strategy.

Key Achievement - Won **1st Runner Up** Zone award out of 32 Zones in North and East Regions | Won **best Prepaid S&D Head** Award Nationally | Delivered **3X** increase in acquisition.

Prior Exposures in Marketing, Vodafone. (Jan'03 - Sep'07)

Gulf Oil - Kolkata: (Jan'99 to Jun'00) | **Reliance Telecom Limited – MP & Chhattisgarh:** (June'00 to Jan'03)

Product Marketing Management – Customer Retention, Upselling, and Acquisition. Pricing of Prepaid, Postpaid products.
Brand Manager – Managing Brand, Advertising, Marketing Communications, Campaigns, OOH & Events.
FMCG Channel Sales & Distribution Management, New Business Development.

Qualification & Other Details

- ✓ **Academic Qualification** - Masters in International Economics from JNU (Jawaharlal Nehru University), New Delhi.
- ✓ **Professional Qualification** – MBA in Marketing and Finance from ICFAI Business School, Kolkata.
- ✓ **Professional Qualification** – Executive Management Program in Digital Marketing & Business Analytics, IIT Delhi.
- ✓ **Passion** – Traveling, Soccer, People
- ✓ **Family** – Wife is MBA in Finance (IISWBM), MA in Economics (JNU); Professor in GD Goenka Univ – MBA Classes