



T.R. RAJESH

Senior Level Professional – Branch Management||

Strategic Planning || Profit Centric Operations || Sales & Marketing || Revenue Generation || Budgeting / Cost Optimization

Targeting branch assignments in **Sales, Marketing and Business Development, Network, Fibre business and Human Resources** with an organization of repute
Location Preference: Kerala & Chennai

Contact

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Core Competencies

Market / Competitor Analysis

Relationship Management

Channel & Distribution Management

Team Management / Leadership

Client Relationship Management

Liaison & Coordination

Career Timeline

Jan'19
-
Till
Date



Jan'13
-
Dec'18



Dec'11
-
Dec'12



Nov'06
-
Nov'11



Jun'03
-
Oct'06



Profile

Offering 19 years of experience

- **High Impact Professional** with enriched knowledge of formulating policies for **achieving top line & bottom-line profitability** by running **marketing operations**, increasing **revenue growth** & **driving initiatives** in order to achieve business goals.
- **Customer-centric approach**; known for understanding customer requirements effectively and suggesting optimal solutions as per the customer's queries
- Enriched exposure in **identifying & developing financially strong/reliable channel partners** for market penetration; known for conducting **demand forecasting** ensuring **optimum supply levels** with channel partners to **ensure timely deliveries to customers**; **acknowledged for successfully appointing**:
- **Utilize qualitative & quantitative skills** in keeping updated and adopting new changes in the industry
 - Recognized for executing **Data Revolution, EKYC Activations, GST** & so on
- **Articulate the specific needs of target accounts** in order to develop and execute **customer centric market/ sell plans** focused on target accounts
- Motivational way of working, acknowledged for **guiding teams throughout operations** by applying advanced communication, supervising, and mentoring skills
- A strategist with skills to work in **multi-cultural & multi-lingual** environment with strong interpersonal skills & expertise to interact at all levels of hierarchy

Notable Accomplishments

With Reliance Jio Infocomm Limited

- Revamped the entire distribution network in kayamkulam and thus taking Kayamkulam branch to new levels.
- Played a key role in identifying new tower locations in outskirts of kayamkulam, so that network roll outs can be done at a faster pace.
- Implemented alternate channels of generating business which inturn yielded 24% growth in the gross additions, majorly through MOBILE NUMBER PORTABILITY.
- Effective in launching fibre business in kayamkulam branch.
- Onboarded employees in various departments like sales, fibre, jio mart and jio showrooms, and mentoring them. 4 of my reportees have been promoted to various positions.

Academic Details

MBA (Marketing & Systems) from SRM Institute of Management Studies, Location in 2002

Post Graduate Diploma in International Business from Pondicherry University, Location in 2002

B.Com. from The National College, Trichy in 2000

Others:

- Successfully completed D.C.A and Typewriting in English Lower,

Soft Skills

Change Agent



Collaborator



Communicator



Planner



Thinker



With VodafoneIdea Limited

- Played a key role in transforming Trivandrum District in Dec'16 as a profitable one after performing well in Pathanamthitta Zone
- Showcased tenacity in making assigned zone as top with respect to the documentation process and was declared as the No.1 Area Sales Manager for the month of Jun'13
- Secured growing business by enhancing revenue for the territory from 6.5 crore in Jan'13 to 8 crore in Jul'13
- Merit of getting rated as EE, FEE and EE during the 3 year tenure (EE – EXCEEDS Expectation, FEE – FAR EXCEEDS EXPECTATION)

With Reliance Communication Ltd.

- Devised various plans for appointing:
 - 3 distributors in Thrissur City as per requirement of the market
 - 2 distributors in Malappuram & Palakkad districts as per market requirement
- Increased awareness about Micromax Dongles by promoting the GSM prepaid sim cards with GPRS pack
- Ensured consistent growth in various distribution parameters like UAO, URO, UTO and revenue
- Got selected to spearhead:
 - Special project during Mar'12. i.e. CDMA business and GSM business in Palakkad district
 - CDMA & GSM business in Alleppey and Kottayam districts for the past 3 months
 - 2 distributors in Alleppey & Cherthala markets, resulted in 25% revenue growth
 - 3 of my Channel Mangers are among the top 5 best Channel Mangers for the quarter July – Sep'12

With Vodafone Essar South Ltd.

- Achieved profitability by enhancing:
 - Net additions to Vodafone network by 36% in a span of one year
 - Monthly turnover from 2.37 crores to 4.14 crores
 - Width and depth of distribution and growth in outlets from a base of 696 to 1125 outlets for the period 2007 to 2009
 - Strength of sales team from 20 to 35
- Appointed 3 distributors in addition to 3 distributors as per the market growth, requirement and
- Planned, scheduled and led Special Road Shows and Stalls in various colleges like IIT & SRM; thus improved the net additions of new customers to Vodafone network
- Recognized as “Mega Star” for excellent performance in the field of Vodafone handsets, placed Vodafone handsets in 61% of the outlets across territory in 2009

With Reckitt Benckiser India Ltd.

- Designed comprehensive strategies for exceeding:
 - Sales targets; achieved a turnover of INR 7.28 crores against a target of 5.72 crores during the year 2004 -2005 which is 127.77%
 - Growth of territory by 25% compared to 2004
- Successfully got declared as the No.1, TSI in Chennai for the year 2004-2005
- Pioneered implementation of special tracker book named “DSM Tracker Book”; the same later got executed at national level

With Dorcas Market Makers Ltd.

- Resourcefully accomplished sales target of INR 1.2 crores against a target of 1.08 crores during F.Y. 2002-2003 i.e. achieved 111% of the target
- Championed introduction of 2 promotional stalls organized by the retailers association; educated the customers about the benefits of the products convincing them to purchasing the products and converting them into prospective consumers
- Productively initiated a special deal at shopping malls and achieved success in fetching an order of 500 cases of MEDIMIX SOAPS which were exported to Dubai
- Stood as the No.1 Area Sales Representative during Mar'03 in Tamil

Professional Experience

Dec'18 till date - with Reliance Jio Infocomm Limited

Regions Managed: Kollam and Kayamkulam Branch

Team Size: 45 employees

Key Result Areas:

- Maximizing business goals and revenue by advancing sales channels, implementing strategies, identifying key adjacent markets, and using emerging channels
- Increasing business by formulating most favorable organizational structure and motivating entire team to optimize 'best-in-class' product development and delivery
- Ensuring alignment of business plans with marketing and sales strategies by concentrating on business management & planning
- Leveraging skills in providing suggestions to improvise sales and marketing strategies
- Refining core product attributes; ensuring that positioning & sales strategies are aligned with annual business development plans
- Developing daily, weekly and monthly activity reports and forecasts
- Identify strengths/weaknesses of business processes, realize revenue even in sluggish market conditions
- Formulating strategies for achievement of volume and gross contribution targets across the national market and building detailed sales plans in line with the budgets
- Profitability of the jio center as branch manager and thereby ensuring high productivity of the 6 exclusive jio showrooms in the branch.
- Ensuring healthy return on investments for channel partners and quality market services through frequent auditing thereby providing value addition to the front line team members.
- Identifying new tower requirements and scouting for apt locations through negotiation with the land owners.

Previous Experience

Jan'13 – Nov'18 with Idea Cellular Limited, as Senior Manager – Sales

Team Size: 15 Channel Sales Managers

Dec'11 – Dec'12 with Reliance Communication Ltd., Ernakulam as Cluster Distribution Lead – Manager

Team Size: 9 Prepaid Sales Managers

Nov'06 - Nov'11 with Vodafone Essar South Ltd., Chennai as Senior Channel Manager – Prepaid

Team Size: 13 Salesmen

Jun'03 – Oct'06 with Reckitt Benckiser India Ltd., Chennai as Territory Sales In-charge

Team Size: 18 Salesmen

Jun'02 – Jun'03 with Dorcas Market Makers Ltd., Chennai as Area Sales Representative

Team Size: 7 Salesmen

Personal Details

Date of Birth: 10th August 1980

Languages Known: ENGLISH, HINDI, MALAYALAM, TAMIL

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