

BHUPAL DASS TRIPURANA

STRATEGIC LEVEL ASSIGNMENTS IN SALES/BUSINESS EXPANSION

Target Industry: Banking/FMCG/Others
Target Location: Bengaluru/Andhra Pradesh

Seasoned leader (Micro Master's in Business Management from IIM Bangalore) with 20 years of experience across managing end-to-end sales operations, channel/distribution management, business expansion, resource allocation, strategic planning, people management and so on to enhance business opportunities for the organization

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- Achievement driven professional with skills in identifying **new business opportunities, channel/distribution networks and implementing competitive marketing strategies** across Handset, Telecom, G. Insurance, & Beverages segment
- Fostered **exceptional working relationship with channel partners/distributors** and ensured positive interactions with **customers & other external collaborators**
- Resourceful in **quickly analyze the market insight and foresight** to analyze competition and identify resources that are viable to compliment, innovate and add value to company's **strategic business development initiatives**
- Led revitalization of **brand strategies, improvements, innovation and adoption of successful business initiatives** to ensure significant value is achieved to facilitate high demand to adopt changes quickly
- Led cross-functional efforts across **product management, marketing, etc.** to evaluate business and market opportunities; skilled in turning strategic opportunities into a prioritized profit-centered business plan
- Proven **leadership skills**, leveraging influencing styles, ranging from **respected "hard-edge" professional to motivational senior coach**; talent in motivating teams to ensure optimum performance; well networked with **strong analytical, team building and problem-solving skills**

CORE COMPETENCIES:

Channel Sales/Marketing Strategies | Distribution Management | Business Planning/Expansion | Key Account Management | Revenue & Pipeline Growth | Market & Competitor Analysis | Sales Forecasting | Product Management/Promotions | Brand Management | Cross-Functional Coordination | Team Building/Mentoring

ACADEMICS

Micro Master's in Business Management from IIM Bangalore in 2021
M.B.A. (Marketing) from Dr. N.S. Kolla School of Business, Visakhapatnam in 2002
B.A. (I.R.P.M.) from Gayatri Vidhya Parishad-Andhra University, Visakhapatnam in 2000

WORK EXPERIENCE

HDFC ERGO GIC LTD., BENGALURU (SINCE SEP'19)
ASSISTANT VICE PRESIDENT – BANCASSURANCE

- BUSINESS VALUE OFFERED -

- Spearheading **Karnataka, Goa & Kerala markets** for **Secured & Un Secured Attachment business** while handling multiple channels like Home Loans/ Personal Loans/ Business Loans/ Gold Loans & Tele calling Setup for Cross sell
- Handling Multiple Products like SS/ IB/ HCA / LTF / Motor & Non Motor
- Formulating **channel sales strategies** to improve the market share of all products
- Conducting **regular sales review** to ensure consistency in meeting / surpassing revenue objectives including formulation of mid course correction plan wherever needed
- Leading **business planning and performance management of channel/distribution partners**, including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- Establishing **financially strong and reliable channel partners** for deeper market penetration
- Conducting **demand forecasting**; ensuring optimum supply levels with channel partners to ensure timely deliveries to the customers
- Providing consistent **partner management** to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Analyzing **latest marketing trends** and tracking competitors' activities and providing valuable inputs for fine tuning sales and marketing strategies
- Leading and monitoring the **performance of team members to ensure efficiency in day-to-day operations**

NOTABLE HIGHLIGHTS ACROSS THE CAREER

<p>MOBIISTAR MOBILES (MBS MOBILES PVT. LTD.), VIJAYAWADA (MAY'18-JUL'19) BRANCH MANAGER</p> <ul style="list-style-type: none"> Managed the A.P. Market and ran GT business with a team size of 8 SMs & 60 Promoters while handling 22 RDs & Direct channels, Distribution Management & Hygiene Monitored the After sale Service, Marcom & Promoter Management and Distribution Management Executed SB/KRO & WOD expansion and handled Marcom activities: SFA/Market launches/Beat storming/Cluster activities etc.
<p>GIONEE INDIA PVT. LIMITED, VIJAYAWADA (JAN'17-MAY'18) MANAGER - MOBILE SALES</p> <ul style="list-style-type: none"> Spearheaded A.P. Market- General Trade while handling a Team size of 150 GSCs, 4 ASMs, 20 TSMs, 1 CMO and 15 AGSCs Handled key channel partners (Sell out) & P/S/T for Channel Partners oversaw Cluster Marketing activities like - Cladding /GSB/ACP boards & In shop branding - Shop Front Activities
<p>INTEX TECH. (INDIA) LTD., VIJAYAWADA (JAN'16-DEC'16) DISTRIBUTION MANAGER - MOBILE SALES</p> <ul style="list-style-type: none"> Appointed 8 DBs in semi urban and 1 in Rural towns; executed team alignment on achieving WOD growth from 40% to 60% Identified and appointed MD's in the structure from 22 to 35 for >75k & 1.5 lakh population towns Successfully implemented DB structure in A.P. (Beat plan, route plan & market visit feedback blue book) Showcased excellence in adding up to INR 4 Cr. for the period of June quarter 2016 in Infra & Investment
<p>IDEA CELLULAR LTD. (SEP'10-DEC'15) AREA SALES MANAGER - PREPAID - GUNTUR</p> <ul style="list-style-type: none"> Increased Soga Share by 7% & CMS share by 1.4% which emerged to be the highest revenue in the zone & 3rd highest in Circle Achieved Highest growth in Data >10GB per site in developed markets and the highest Activation growth for FY14-15
<p>AREA SALES MANAGER - POST PAID</p> <ul style="list-style-type: none"> Augmented activations in the zone from 380 to 3200 and achieved the highest POMIG migrations in the circle through DMA's Appointed 8 My Idea's, 3 DSA's and 2 DMA's in Vijayawada Honored with an award from COO for highest Sales in Data cards & MNP in ROAP and 12 Selling Star awards & 8 Excellence award in the tenure; also won IPL contest on behalf of AP circle in postpaid and won Malaysia & Goa trip twice from ROAP; emerged to be the Best Performer in ROAP for 6 Quarters; won appreciation certificates from COO & Sales Head
<p>FUTURE GENERALI INDIA INSURANCE CO LTD., VIJAYAWADA (NOV'08-SEP'10) BRANCH MANAGER</p> <ul style="list-style-type: none"> Led a team of 8 Assistant Managers handling different verticals (Motor, Agency, Banca & Retail) while overseeing profitability of the branch, administration expenses and relationship management with Retail broking channels: Visista, Religare, Smc, Net-worth & Kapil
<p>ICICI LOMBARD, GUNTUR & SRIKAKULAM (OCT '06 - NOV '08) SALES MANAGER</p> <ul style="list-style-type: none"> Successfully handled 4 Unit Sales Managers (Branch In-charge Srikakulam Branch), KRG vertical (Fullerton, India info line, Religare, Indiabulls), a team of varied Channel partners ranging from Agents, Corporate agents, Brokers, Showrooms and Financiers
<p>PEPSI (NOV '02 - OCT '06) SR. CUSTOMER SERVICE EXECUTIVE</p> <ul style="list-style-type: none"> Interacted with distributors; Cooler Execution in (360-CCX Vs PA) Numerical vs. waited Average (HVO vs. Non- Buyer O/L) cracking

PERSONAL DETAILS

Date of Birth: 06th August 1980

Languages Known: English, Kannada, Telugu and Hindi

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