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| **VIJAY KALUR**  **Sales & Marketing | Business Operations | Business Development**  **Location Preference: Hyderabad / South India**  vijay.kalur@gmail.com  +91-7702436789 | |
| **CORE COMPETENCIES**    Key Account Management  P&L Accountability  Brand Management  Vendor/Supplier Management  Sales & Marketing  Budgeting & Cost Optimization  Team Building & Leadership  Distributor/ Dealer Management  Strategic Planning & Implementation  **SOFT SKILLS**  Critical Thinker    Change Agent  Planner  Analytical  **EDUCATION**   * **Bachelor of Business Management (Marketing & Sales)** from Andhra University in 1996   Other Courses:   * **1 year EMDP** **in Sales & Marketing** from IIMK; 2020 * **Management Development Program** from IIM, Ahmedabad conducted by Bharti Airtel Ltd. | **EXECUTIVE PROFILE**   * Dynamic, high-energy individual with proven organization and time management skills offering **nearly 24 years** of rich experience across **FMCD, Telecom, FMCG** industry * **Customer-oriented person**, with ability to meet or exceed company annual sales goals and to manage multiple priorities and work on various projects with different teams simultaneously with variable and flexible schedules * **Proven track record** of successfully handing large strategic accounts & sustaining the business over several years * **Flair for Consumer Marketing**; increasing brand / channel / key events visibility across trade using different mediums * Immaculate success in leading & managing different South Indian demographics such as **Andhra Pradesh & Telangana, Karnataka and Kerala** * **Strength in liaising with Channel Business Heads** and working towards ensuring reach of the channel to the intended consumer base; working out deals with operators to acquire a favorable logical channel number/landing page at optimum cost levels * **Leveraged leadership skills** by holding periodic reviews of team's achievement against target, identifying gaps and providing support/ guidance to team members in order to ensure achievement of the overall target; presently heading a **skilled team of 156 and JVP team of 129 members**   **CAREER TIMELINE (Recent 4 Associations)**  cid:image004.jpg@01D66413.BE502D10  Siti Networks  Reliance Communications  Bharti Airtel Ltd.  Since Jul’17  Sep'11-Mar’13  MTS  Apr’13-Jul’17  Jan’09-Sep’11  **WORK EXPERIENCE**  **Since Jul’17 Siti Networks, Hyderabad**  **Head Sales and Operations (P&L)**  **Andhra Pradesh & Telangana**  **Key Result Areas:**   * Spearheading 2nd biggest region PAN India for the company contributing up to 40% on both active subscribers and revenues of all streams i.e. subscription, activation, Ad Sales and carriage * Articulating AOP and reviewing the implementation of the same with team members for achievement and adherence * Complying with TRAI norms in a highly competitive which is constantly targeted by independent players * Coordinating with Broadcasters & Marketing Team to successfully finalize the deal and create a win-win for the company * Directing a skilled team size of 156 and JVP team of 129 members * Supervising and providing prompt resolution of the conflict among channels * Analyzing industry landscape, competitor activity, network growth plans, evolving distribution monetization models, TRAI norms. * Developing the Distribution sales strategy for the Network with inputs and ensuring its alignment with the overall organizational strategy * Liaising with Channel Business Heads to ensure complete alignment between the distribution plan and channel strategy to ensure maximizing of the reach and revenue potential of each of the channels |
| * Reviewing the allocated revenue and reaching targets for the year and contracts which are up for renewal this year, and cascading targets to the team below on the basis of scope of the market * Drafting action plans to ensure achievement of the revenue budget at an overall and regional level; ensuring execution of the same through rigorous monitoring * Providing inputs to the Marketing team to create an effective trade marketing strategy to ensure fulfillment of the requirement * Tracking team performance at an overall and individual level and team level and providing support/ guidance wherever required to ensure achievement of yearly plans * Launching of Broadband services in smaller towns to make partners ready to face evolving market conditions.   **Highlights:**   * Engaged competitors and reviewed company’s offering in the light of competitors’ products; ensured that company stays as formidable player in South and with leadership in Andhra Pradesh * Future-oriented, thinks strategically, protected company revenue by smoothly migrating business to prepaid from post-paid * Coordinated with cross-functional teams for migrating to new tariff regime announced by TRAI without any major hiccups * Successfully launched broadband services in 26 towns and cannibalizing into incumbent players; promoted or developed the company’s brand and built awareness about it with customers * Played a significant role in strategy and remained Top ARPU driver among industry in Southern region * Holds the team and partners accountable to deliver on their responsibilities and results – empowering them to deliver in the best way they see fit, providing the necessary professional development to improve performance and applying appropriate consequences when results are not achieved   **Apr’13-Jul’17 Reliance Communications as Cluster Head - North Karnataka**  **Key Result Areas:**   * Headed biggest cluster in circle in terms of absolute revenue & pulsing customers with a skilled team of 12 on-roll employees * Developed Annual Operating Plan (AOP) and achieved the targeted top & bottom-line for the business * Conducted statistical analysis to determine potential growth; designed sales performance goals and monitored performance regularly * Facilitated behavioral change of Direct and Indirect Team by tasking them on basics of distribution * Managed distribution leading to growth in all KPIs  **Highlights:** **As Cluster Head, Hyderabad**   * Augmented distribution by 20% by bifurcating markets into blocks and stock level of distributors from 2 days to more than 30 days as against required parameter of 7 days * Attained the top cluster position in percentage of pulsing customers in subsequent months of acquiring them * Turned-around the GSM Business from 2 years of successive decline to almost 6% growth in 2017 coupled with strong distribution in place Significant market share gains in Industrial area getting additional revenue of close to 80 lacs to company * Established a distributor & dealer network towards the organization’s goal of achieving a turnover of INR 48 crores  **As Cluster Head, Gulbarga**  * Delivered consistent success in elevating revenue by more than circle average month-on-month * Turned around the cluster by ensuring revenue growth from 1.6 lacs monthly to 2.8 lacs with in span of 5 months of taking over the business; ensured distribution spread is increased from 24 to 48 within span of 2 months post ICR in cluster * Set a landmark in turning-around: * Performance of District Head Quarters which helped in contributing to quality customer additions to the cluster * Postpaid Business in the cluster by appointing relevant Direct Sales Agent and Telemarketing Sales Team * Enjoyed a dominant No. 1 position of circle in quality customer acquisitions by giving strong impetus on basics and MNP * Elevated highest growth in: * Data packs in the circle * Through put per BTS in all 3 products such as GSM, CDMA and HSD Accelerated the growth in revenue of the cluster month-on-month and surpassed circle average * Showcased leadership skills by constantly guiding team members which helped in attaining incentive month-on-month by more than 70% team members and Best Cluster Award in revenue growth, SOGA growth of key sites & distribution width growth in Feb’14, Dec’15, Jan’15 & May’15 * Acted as a member of the Core Business Planning Group; increased North Karnataka’s 6 districts region’s value contribution to company sales up to 14% Gained 40% market share in NTPC area of Bijapur   **Sep'11-Mar’13 MTS – A Systema Shyam Tele Venture, Hyderabad as Head – Cluster Sales & Operations**  **Regions: Hyderabad and 2 districts of Andhra Pradesh**  **Highlights:**   * Played a major role in appointing 6channel partners in areas which was vacant for more than 8 months * Steered efforts in attaining the highest VLR (pulsing base) in the circle with growth from 38% to 72% in a span of 4 months * Turned-around in data cards sales by 22% in Hyderabad and Rest of Hyderabad area * Pioneered the launch of high speed data services in 3 towns of Mahbubnagar, Medak & Sangareddy * Led team to won 2 sales contest conducted on high speed data and voice. Qualified for foreign trip scheme for the month of October 2012 to Uzbekistan * Grew overall Data Business from 6 crores in 2011 to INR 11 Crores 2012 * Improved high speed data sales in Medak market share from 8% in 2010 to 42% in 2012 and enjoyed a dominant No. 1 position   **Jan’09-Sep’11 Bharti Airtel Ltd., Port Blair as Senior Manager (Location Head)**  **Highlights:**   * Steered efforts in revamping the distribution model which augmented revenue growth by 8% and expanding distribution width which increased zone topping circle dealer per lac ratio from 238/lac to 436/lac Administered the launch of: * Showroom on Wheels to service customers in far-off places in A&N Islands * Airtel Service Centre in all the covered islands and periphery sites * Played a major role in designing & implementing SMS Module for retailers to solve customer issues which reduced calling to Retailer Helpline which lead to 50% drop in inbound calls at Local Call Centre and increase in productivity of agents * Established the zone as: * 4th in the country Annual Sales Contest 2009-2010 * 2nd in Hub Level Competition which was conducted to improve key business inputs in 2009 * Recipient of CEOs Certificate for contributing to circle 1 million activations in 2009 * Upgraded the North Andaman market; the market expanded exponentially from less than 20% to over 40% in less than 1.5 years   **PREVIOUS EXPERIENCE**  **Oct’01-Dec’08 Tata Teleservices Ltd.**  **Growth Path:**  **Oct’01-May’04: Executive / Sr. Executive / Asst. Manager, Hyderabad (Postpaid – Direct Sales)**  **Jun’05-Dec’08: Asst. Manager/ Manager, Vizag (Pre-paid)**  **Jan’09-Dec’08: Manager (Prepaid)**  **May’97-Oct’01 Asian Paints (I) Ltd.**  **Growth Path/Deputations:**  **May’97-Apr’99: Territory Sales In-charge, Vijayawada**  **Apr’99-Oct’01: Senior Territory Sales In-charge, Vizag**  **PERSONAL DETAILS**  **Date of Birth:** 5th July 1975  **Languages Known:** English, Hindi and Telugu  **Address:** Flat No. 204, Lakshmi Krishna Apartments, 8-3-167/D/34 & 38, Kalyan Nagar, Phase I, Hyderabad-500038 | |