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| **C:\Users\ANIL KADEL\Desktop\AK.jpg**  **ANIL KADEL**  *Sales & Marketing and Operations*  *Offering* ***17 years*** *of multi-faceted & global experience with expertise in end-to-end* ***Distribution Management & Channel Management***  **kadelanil@gmail.com 00919314110110, 00919887005874** | | |
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| core24x24icons**Key Skills** |  | knowledge24x24icons**Profile Summary** |
| |  | | --- | | **Sales & Marketing** | |  | | **Distribution Management** | |  | | **Channel Management** | |  | | **Revenue Generation** | |  | | **Area Management** | |  | | **Strategic Planning** | |  | | **Profit Centre Operations** | |  | | **Liaison & Coordination** | |  | | **Team Building & Leadership** | |  | |  | * Performance-driven Professional with **extensive years** of experience in **Area Management, Revenue Generation** * Worked with **VodafoneIdea Limited** As **Assistant Manager** * Gained significant exposure in analyzing various processes /applications & recommending process modifications to enhance operational efficiency * Adept in sales and channel management for product market penetration * Excels in charting out as well as implementing sales & business development strategies focused on generating leads * An enterprising leader with skills in leading personnel towards accomplishment of common goals |
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| softskills24x24icons**Soft Skills** |  | edu24x24icons**Education** |
| Team Player  Communicator  Innovator  Thinker  Collaborative  Intuitive |  | * MBA from IMS, Udaipur, Rajasthan in 2001 * B.Com from Govt. College, M.L.S. University, Udaipur, Rajasthan in 1999   Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\Projects-Handled24x24icons.png **IT Skills**   * Proficient in Ms - Office and Internet Application |
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| * **Career Timeline** * Vodafone Idea Limited (Earlier Idea Cellular Ltd.)- June’15 to Sept’20 * Reliance Communication Ltd.- Sept’14 to May’15 * Tata Tele Services Ltd. - Oct’12 to Aug’14 * Systema Shyam Tele Services Ltd. – Feb’12 to Sept’12 * Reliance Communication Ltd. – Jan’10 to Jan’12 * Tata Tele Services Ltd. – Aug’07 to Dec’09 * Shyam Telelink Limited – June’06 to May’07 * Vidyut Metallics Pvt.Ltd. – Nov’03 to May’06 | | |
| * **WORK EXPERIENCE**   **Jun’15 – Sept’20: Vodafone Idea Limited (Earlier -Idea Cellular Limited)**  **As Assistant Manager (Prepaid)**   * Lead provincial prepaid business in Central Jaipur & upcountry (Agra road) & than Chittorgarh district. * Administered Prepaid distributors, Retailers with a monthly acquisition of Gross (including MNP),   Revenue every month with revenue generating BTS.    **Sep’14 - May’15: Reliance Communications Ltd.**  **As Manager**   * Contributed to the prepaid business development in Bhilwara, Chittorgarh & Pratapgarh districts & Device sales of prepaid Voice (GSM & CDMA), Data products, Handset devices & Dongles for entire Udaipur Cluster * Diligently carried out 3 TSMs, 1DSO, 3RTMs, 1 H/S Distributor, 14 Prepaid distributors, 9 DSEs, 49 Spokes & 1784 Retailers with a monthly acquisition of 13000 Voice, 600 3G Data Card, revenue 143 lacs & 400 handsets every month with 139 BTS(Including Aircel ICR) & 11 lacs of covered population   **Oct’12 - Aug’14: Tata Teleservices Ltd.**  **As Assistant Manager**   * Directed business at Rajkot local & upcountry * Accountable for sales of prepaid Voice (GSM + CDMA) and Data * Significantly addressed 2 distributors, 13 DSEs & 644 Retailers with a monthly acquisition of 3400 Voice, 150 3G Data Card and revenue 80 lacs every month with best VLR in zone & circle * Fine-tuned the marketing strategies and contributed more than 50% in circle CDMA business * Efficiently handled 3 Distributors & 10 DSE of Kodinar, Diu & Una in absence of CSM as additional responsibility with revenue of 70lacs, & 3200 voice gross with 1700 handsets   **Feb’12 - Sept’12: Sistema Shyam Teleservices Ltd (MTS)**  **As Area Manager**   * Successfully handled:   + Business at Churu district, Ratannagar, Dudhwakhara and same part of rural district   + 5 distributors and 7 MTS Shoppes with a monthly acquisition of 2100 Voice, 70 Data Card and revenue 35 lacs with 60% handset led activations * Enhanced retail penetration and revenue with 200% growth, Voice Gross ads 150% with month on month proper acceleration   **Jan’10 - Jan’12: Reliance Communication Ltd**  **As Deputy Manager**   * Supervised 3 distributors with a monthly acquisition of 5000 Acquisition (GSM & CDMA), 30 Data Card and revenue 40 lacs * Successfully managed sales team of 2 PSRs and 8 FOS   **Aug’07 - Dec’09: Tata Teleservices Limited**  **As Senior Executive**   * Successfully managed:   + Pre-paid business at Udaipur & Jodhpur zone with 2 Distributors’ (Jodhpur) having a monthly business of 65 Lakhs & 3000 handsets each month   + Sales team of 2 RDSO, 6 DSEs and 2 merchandiser   **Jul’06 – May’07: Shyam Telelink Limited (Rainbow)**  **As Sr. Executive-Sales**   * Applied knowledge & expertise in business development of wireless FWT & FWP (personal & Commercial-prepaid & post-paid both) at Chittorgarh through channel & direct both setup * Imparted guidance to the distributor with a monthly Nos. of 200 and revenue 15 Lakhs   **Nov’03 – Jun’06: Vidyut Metallics Pvt. Ltd.**  **As Field Sales Executive**   * Imparted contribution in business development at Udaipur, Bhilwara, Chittorgarh, Rajsamand, Banswara & Dungarpur districts * Managed market revenue of 1.5Cr. P.A * Accountable for smooth financial operations for channel with help of finance department * Developed retail penetration and revenue with 70% growth at Udaipur zone   **ACCOMPLISHMENTS ACROSS THE TENURE**   * Remarkably accomplished:   + FEE (Far Exceed Expectation)- the best rating in ABG for 2016-17 performance.   + No.1 TSM in Jaipur Zone & marked presence in the list of top 5 best Territory Managers of circle from Feb’16 to Dec’17   + Selling Star Award & Star Award in Idea   + More than 62 awards at Zonal level for best performance in various KPIs   + No.2 Distribution Lead in Rajasthan circle in Oct 2014 & No.1 in Nov 2014, 4th in Dec 14 & 3rd in Jan 2015 * Contributed majorly for Udaipur in winning the award of third position nationally in “Dukaan Badhao World Cup Jaao”scheme in Qtr4 2010 * Holds the merit of being:   + No.1 performer in Gujarat circle in March 2013   + Best CSM for Bali Blaze trip in Gujarat & MPCG circle   + best performer in Jan’06 & with 140% achievement in Mar’06 * Bagged the STAR AWARD for best performance in Dec’13 * Also qualified for Bubbling Bangkok contest (Feb & Mar’14) * Won Spot-Light Award for excellent performance in Apr’09   Z:\Approved_ResDev_Repository\Formats\Visual Resume Formats 2015-16\Icons\personal-details24x24icons.png **Personal Details**  **Date of Birth**: 10th Oct 1978  **Language Known**: Hindi, English, Gujarati.  **Permanent Address:** 15A, Sector-2, Gandhinagar, Chittorgarh, Rajasthan | | |