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| AKASH DEEP AHLUWALIA |
| **Address**: Flat No. 506, ‘A’ Wing, Arena Cooperative Housing Society, Opp. Celebration Sports Club,  Lokhandwala, Andheri (W), Mumbai – 400053. **Mobile**: + 91 99306 93853 **E-Mail**: [a\_d\_ahluwalia@yahoo.co.in](mailto:a_d_ahluwalia@yahoo.co.in)  **LinkedIn**: <http://in.linkedin.com/pub/akash-deep-ahluwalia/0/824/92b> |

Executive Summary

Professional with diverse industry experience in leading Hospitality, Retail, Direct Marketing and Media & Entertainment start-up companies. Exceptional people skills. Consistent performer with proven ability of meeting deadlines/multi-tasking. Capable of developing outstanding teams and contributing significantly to your bottom-line.

Key Skills: People Management, Business Development, Retail, Sales, (Institutional Sales/Direct Sales/Channel sales), Media & Entertainment, Distribution, Direct Marketing, Customer Service, Operations, Tech Support, Sales Administration, Training

Recent Assignments

July 2014 – Till date **Taj Television (India) Pvt Ltd** Mumbai

May 2013 – June 2014 **MediaPro Enterprise India Pvt. Ltd.** Mumbai

*Senior Vice President – Operations & IT*

(Taj Television is the Channel Subscription subsidiary of ZEEL (Essel Group) distributing 43 satellite channels of Zee, Ten Sports, and Turner India - post April 2014. MediaPro was a Rs. 3000 Cr JV between the ZEEL and SIPL for the distribution of channels of 86 channels of Zee, Star, Turner India, and NGC among others)

* Responsible for Revenue & Collections by providing sales administration support and ensuring revenue assurance, invoicing, collections tracking etc.
* Implementation & validation of business processes right from Broadcaster on-boarding till collection of subscription i.e., Order to Cash lifecycle
* Managing distributors; conducting dealer audits; training them and their LFS; evaluating commission earnings and their timely payment
* Conducting periodic training on business processes for new recruits, sales teams and dealers
* Managing inventory and logistics. Forecasting of inventory requirements and procuring supply from broadcasters.
* Maintaining ‘minimum stock levels’ at each stock location. Retrieval of deactivated/damaged inventory for repair. Writing off of unusable hardware at periodic intervals.
* Setting up the IT infrastructure & secure functioning of the Primary Data centre, DRS and off-site services. Ensuring Network Security and proper back-up strategy as well as implementation of IT processes & policies viz., IT, SMS and DR policy. Organizing periodic DR Drills and evaluating their results for corrective action - if needed
* Implementation of SMS development projects based on evaluation of changes in the business environment. Setting up internal review mechanisms for ongoing/pipeline projects. Coordination with relevant stakeholders to ensure sign off on project stages
* Engaging in yearly ITGC / SMS audit and ensuring timely completion of the same without any major gaps identified
* Negotiating with vendors for procurement/renewal of hardware, software and on-going services
* Manage a team of 35 members

*Achievements*:

* 98% collection and 97% revenue achievement against target.
* Ensured a 25% cost saving on IT infrastructure and software renewal for FY 14-15.
* Datacentre and Network uptime achievement at 99.5%
* Seamless transition from MediaPro to Taj Television; first in the industry to invoice under new dispensation

January 2011 – April 2013 **Independent Consultant**\* New Delhi/Mumbai

\**C&S Industry/Content Distribution/Media*

(Ankh Media Konnect: a Mumbai based start-up venture intending to launch a bouquet of differentiated European channels in India targeting emerging digital networks)

Advised Ankh Media Konnect in setting up their content/channel distribution business in India in the following areas:

* helped finalise clients’ business plan
* making presentations to potential investors for funding
* negotiating deals with broadcasters for distribution of their content across all platforms and included managing advertising sales
* procuring relevant clearances from various I&B authorities
* finalising a teleport for uplink & downlinking of channels, as per regulations
* looking at the legal and regulatory aspects in consultation with legal advisors
* managing vendor contract negotiations, setting up offices, sourcing a Subscriber Management System
* defining processes for the new organisation
* scouting for potential hires for various future roles/positions

*Achievements*:

* Signed on 6 channels and were in negotiations with a few more in order to launch a 14 channel bouquet.
* Negotiated pre-launch deals with select platforms for the new channels within the first 6 months of setting up the venture

April 2002 – October 2010 **Zee-Turner Ltd** New Delhi

Vice President – Operations & IT (Jan 2008 – October 2010)

Vice President – Operations (Apr 2006 – Dec 2007)

General Manager – Operations (April 2004 – March 2006)

*Asst. Vice President – Operations (April 2002 – March 2004)*

(Zee-Turner - a Rs.400 Cr JV between Essel Group and Turner International India for distribution of a bouquet of channels and generation of subscription revenue in India)

* Responsible for operations viz., customer services, sales administration, collections, database management, invoicing, inventory management (including handling logistics with respect to access equipment, finalising AMC’s/insurance covers, CAS interfaces of various broadcasters etc.); vendor contract negotiations, tech-support, MIS and the development of an in-house Subscriber Management System for the distribution joint venture between Zee Telefilms Ltd. and Turner Broadcasting India Pvt. Ltd.
* Setting up business processes/systems and conducting sales team/dealer training.
* Assisting the NSH in monthly sales reviews. Handled Digital Sales including IPTV deals up to end 2008.
* Responsible for strategic planning for IT initiatives, establishing timetables for their evaluation, development, and deployment. Was part of the SAP project implementation within the Zee Group.
* Headed a team of 22 people across 14 offices

*Achievements*:

* Rolled out a customised SMS with integrated inventory management and CAS access.
* Handled launch deployments for Reality TV, CNBC India, POGO, Alpha Telugu, CNBC Awaaz, Smile, Jagran, HBO, Zee Sports, VH1, Ten Sports, Real, Warner Bros, among other channels on the Zee Turner bouquet
* Developed and implemented a training format on systems and processes followed across the company, as well as a training module on C & S technology for the sales team, regional offices, dealers and their field staff
* Member of the Executive Committee responsible for all strategic and operational decisions for Zee Turner

April 1996 – December 2001 **Discovery Communications India** New Delhi

*Director - Marketing & Operations, Affiliate Sales (August 2001-December 2001)*

*Director - Distribution & Network Development, India & South Asia (July 2000 – July 2001)*

*Manager - Distribution & Network Development (April 1996 – June 2000)*

(Discovery Communications India launched Discovery Channel in 1995 in the South Asia region as a Free To Air ad-supported Product and subsequently successfully transited to a subscription model as well as launching several more channels)

* Managed the distribution of Discovery Channel and Animal Planet in West and South India, Sri Lanka, Pakistan & Maldives. (South & West India then accounted for approximately 70% of the cable penetration and revenues in India). Was earlier responsible for distribution in East and North India - till end ’97. Was part of the launch team for Bangladesh & Bhutan.
* Successfully managed the transition of Discovery Channel to an ‘encrypted’ service (subsequently to a ‘pay’ service) and the launch of ‘Animal Planet’ in the region
* In-charge of Distribution-Marketing. Conceptualised and executed contests, promotions and events. Conducted ‘Partnership Programmes’ in 32 towns and cities across India. Developed and edited a quarterly newsletter targeted at cable networks. Responsible for trade advertising and participation in trade exhibitions, development of premiums/give-aways, as well as vendor development
* Was part of the international team responsible for the conversion of Discovery Channel India from analogue to a digital service. This entailed finalising the technology and short-listing potential vendors for digital decoders. Subsequently managed the importation and deployment of this equipment in-country
* Assisted the Vice President in the development of processes/systems and their operational execution in the field. (Evolving procedures for conducting sales calls, sales call reporting, data collection, follow-up, etc.)
* Hiring, training and administering a team of 14 people. Also responsible for appointing and managing distributors in the region

*Achievements*:

* Worked on and executed a US$ 3 million, 5 year deal in Sri Lanka with SLRC, in 1998
* Exceptional response to promotions during encryption. Handled the launch of Discovery Channel in Sri Lanka including press conferences and launch ceremony with SLRC.
* Ensured savings of approx. $1 million during vendor selection and purchase of IRDs for Discovery Channel’s digitisation

Prior Assignments

July 1995 – March 1996 **Solutions Integrated Marketing Services Ltd\*** New Delhi

(\*now Solutions/Digitas)

*Senior Project Manager*

January 1993 – June 1995 **Taj Trade & Transport Co. Ltd./IHC Ltd**. Calcutta

*Senior Supervisor - Khazana*

November 1988 – December 1992 **Enerjon Technics Ltd**. New Delhi

*Sales Executive (April 1991 – December 1992)*

*Sales Officer (November 1988 – March 1991)*

August 1987 – November 1988 **Le Meridien** New Delhi

*Front Office Assistant*

Education

*1984-1987 University of Delhi*

* Bachelor of Commerce

Additional:

*1992-1994 Alliance Française de Delhi/Alliance Française de Calcutta*

* Certificat De Langue Française

*April 2001 Management Development Asia-Pacific/New Millennium Consultants*

* MDP: Presentations That Sell

*November 2003 Training Alternatives*

* MDP: Leadership & Entrepreneurship Skills Development

*August 2004 Training Alternatives*

* MDP: Problem Solving & Decision Making, Leading & Motivating Teams, Service Excellence & Customer Focus

*July 2006 IIM - Lucknow*

* MDP: Finance For Non Finance Managers

Personal

Date of Birth: 28. 10. 1964

Marital Status: Married