

## Cover Letter

A review of my attached resume will quickly confirm to you that my learning to date has equipped me with a multitude of relevant skills. Key highlight of my work experience is my consistency of engagement with the organizations, I worked with. This will also facilitate a glance over 24 years of my roles, responsibilities & achievements.

- Post Graduate Diploma in Business Administration & Bachelor Degree in Science.
- Profit Center/National Head role for more than 7 years and 17 years exposure in core Sales and distribution, at various levels of hierarchy in sectors like Consumer Durable, FMCG, Telecom & Skilling.
- Professional Career Chart...

Industry Exposure	B2B - 7 years	B2C - 17 years
Sectors	Skilling & Telecom	Telecom, FMCG & Consumer Goods
Company Name / Monthly Revenue	LNJ Bhilwara / 52MN & Reliance Communications / 43MN	Airtel / 31MN, IDEA / 23MN, HUL / 26MN & INALSA
Key Skills	Business Planning, Budgeting, P&L Mgt., Revenue Forecasting, Client Mgt., Govt. Lesioning, Market Expansion, Design & Enforcing Systems, Customer Service Mgt., People Mgt.,	FMCG Sales & Distribution Mgt., Retail Expansion, Vender Mgt., Frenchie & Distributor Mgt., New Product Launch,
Team Size	200+	150+

17 years of core Sales & Distribution & over 7 years for process orientation thru Customer Service Operations couples with State & National operational P&L accountability, has been my true wealth of learning.

I look forward to an opportunity to meet you to gauge the new opportunity, and how I can a catalyst to the organization vision.

Thank you for your consideration.

Sincerely,



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## deep tandon

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~ PGDBA | Sales & Customer Service Management professional | Over 24 years' experience in sectors like Consumer Goods, FMCG, Telecom, & Skilling~

### Profile Summary

My most significant achievement is my courage to fail as I have never hesitated to try new things or taking calculative business risks. A dynamic and goal oriented professional with a track record of managing business operations with focus on top & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & objectives. Demonstrated abilities in expanding the market, generating new business.

Expertise in designing systems & procedures and contributing towards improved financial performance, heightened productivity and enhanced internal controlled mechanism. Proven skills in managing teams to work in sync with the company objectives & targets set parameters & motivating team members them for achieving business and individual goals.

### Key Skills

#### Financial

- Revenue forecasting & Budgeting
- Capacity Utilization & Resource Mgt.
- P & L Ownership & Cost Mgt.

#### People

- Leadership
- Mentoring & Supervision
- People Development & Recruitment

#### Process

- Design & Enforcing Systems & Control
- Business Planning & New Product Launching
- FMCG Sales & Distribution Network
- Distributor/Retailer Engagement
- Go to Market Execution
- Retailer-Distributor Mapping
- Competitor Benchmarking
- Lesioning with State & Centre Govt. officials

#### Customer

- Customer Experience Mgt.
- Cross Functional Mgt.
- Quarry, Request & Complaint Mgt.
- Customer Life Cycle Mgt.
- Collection & Retention
- C-SAT, I-SAT & TRAI Audit Score,
- UP-Selling Revenue Mgt.
- Inbound & Outbound Mgt.

### Career Record



Sep'18 - till  
Date

LNJ Bhilwara Group  
(Skill Division)

Head - Operations  
(Bihar, Jharkhand, Rajasthan, UP & MP States)

Profit Centre  
Head Role

- **Job Description:** - Responsible for Business Planning & Operations, Revenue forecasting, Budgeting, P&L Management, Lesioning with Govt. officials, Business expansion, Motivate, Lead & Coach the team for Projects like DDU-GKY, UPSDM, & KYP with monthly revenue of INR 52MN thru 35 Centres in 5 States.
- **Key Achievements:** - 1. Increase 25 Centre to 35 Centers in one year. 2. Monthly Revenue enhanced from 3.21 CR to 5.2CR over FY 18-19. 3. More than 10CR payment collection from concern Govt. departments thru effective lesioning & engagements. 4. Added two new states LY & 2 more states in pipeline in next two months. 5. Received two new projects of 30CR in existing states.



Jan'13 to  
Nov'17

Reliance  
Communications Ltd

Head - Customer Service & Retail  
(J & K State)

Vertical Head Role

- **Job Description:** - Responsible for 0.90MN customers base (monthly Revenue of INR 43MN.), with team of 36 Company Role & approx. 150 Contract Role members by excellent/effective leadership skills. Responsible for Reliance Own retail expansion in J&K State.
- **Key Achievements:** - 1. Open 96 new Own Retail Stores across J&K State in 22 months. 2. Double digit Revenue growth continuously 3 years. 3. Customer churn reduction from 6.8% to 2.4% in 2 years.



Jan'07 to  
Dec'12

Bharti Airtel Ltd

Zonal Sales Manager/Service Head  
(Dehradun, Meerut & Agra Zone)

Sales & Distribution  
Head Role

- **Job Description:** - Responsible for Revenue of 31MN/month & drive Customer Gross adds in the assigned geography through the team of 5 TSMs & over 150 Salesmen. Engaged with 56 Distributors/HUBs/Spokes, over 3000 retail base & 11 Airtel Store- Postpaid, Prepaid, DTH and Landline business of specific urban & rural region. To ensure excellent Customer Experience/Delight thru customer service management with in fixed TAT to all customer requests, queries & complaints serviced in line with industry best practices.
- **Key Achievements:** - 1. Top performance award for FY 07-08, FY- 08-09, FY-10-11 2. Rolled out HUB & Spoke MICRO distribution model across Zone. 3. Conduct 203 new network sites (urban & rural markets) launch activities. 3. Added 5.2K new Recharge/Activation outlets. 4. Customer churn reduction from 4.8% to 0.97% under "6 Sigma Green Belt Project".



Jan'06 to  
Dec'06

Idea Mobile  
Communication Ltd.

Zonal Prepaid Manager  
(Aligarh & Bareilly Zones)

Sales & Distribution  
Manager Role

- **Job Description:** - Responsible for frontline selling to ensure growth in territory SOGA & SONA for prepaid business of specific urban & rural region. Manage the revenue of 23MN. /month with the team of 3 TSMs, 17 Distributors, and 70 Salesmen & over 1500 retail bases.
- **Key Achievements:** - 1. "Certificate of Excellence" for Revenue Enhancement 2. 17% growth in SOGA 3. Added 500 recharge & 200 new activation retailers. 4. Conduct 47 new network sites (urban & Rural markets) launch activities.



Aug'97 to  
Dec'05

Hindustan Unilever  
Ltd

Territory Sales In-Charge  
(Lucknow, Kanpur & Meerut Zones)

Sales & Distribution  
Officer Role

- **Job Description:** - Responsible for frontline selling to deliver the business of INR 26MN per month with over 225 SKUs of Detergent business through over 12,000 retail outlets of specific urban & rural territory with over 20 distributors.
- **Key Achievements:** - 1. Won 50+ awards/certificates like Real Difference Award, Master Blaster, Detergent Enterprise Award, Highest LUX Seller, Highest RIN Seller, Highest Lifebuoy Seller & various JC wise TOP SEED awards in span of 8 years 2. Conduct over 25 new product launch activities. 3. Conduct more than 100 new rural markets launch activities.



Nov'95 to  
Jul'97

Inalsa Home  
Appliances Ltd.

Sales Officer (Retail)  
(South Delhi, Mumbai & Pune cities)

Sales & Distribution  
Executive Role

- **Job Description:** - Responsible for Sales Distributor & Dealer network for all Inalsa product range in Mumbai & Pune. Manage Home to Home Direct business in Mumbai & Pune city.
- **Key Achievements:** - 1. Highest Sales award Trade Fair-1995 2. Setup complete distribution network in Mumbai & Pune cities. 3. Achieved "Employee of the year" award for FY 96-97.

## Trainings & Certifications

NCC "B" Certificate | The ALCHEMIST – Turning Sand into Gold | Green Belt Project - 6Sigma- Speed First Quality Always | Managerial Effectiveness | Leadership Skills

## Academic Record

- Post Graduate Diploma in Business Administration (1993-1995 Full Time) (Marketing Research & Foreign Trade Management) from Institute of Productivity & Management - Meerut.
- Graduation with 1<sup>st</sup> Div. (Physics, Chemistry & Mathematics) from Meerut University.
- 12<sup>th</sup> & 10<sup>th</sup> Standard with 1<sup>st</sup> Div. from Government Inter College, Narender Nagar, Tehri Garhwal.

## Personal Dossier

- Date of Birth : 21<sup>st</sup> June 1970
- Address : H.No.- 300/1, Somdutt Vihar, (Near Jagrti Vihar), Garh Road, Meerut City - 250004, State- Uttar Pradesh, India