



PRABHAT SINGH KANWAR

Sales & Marketing Professional



prabhat120182@gmail.com



+91-8146608220



+91-7986999986

Education

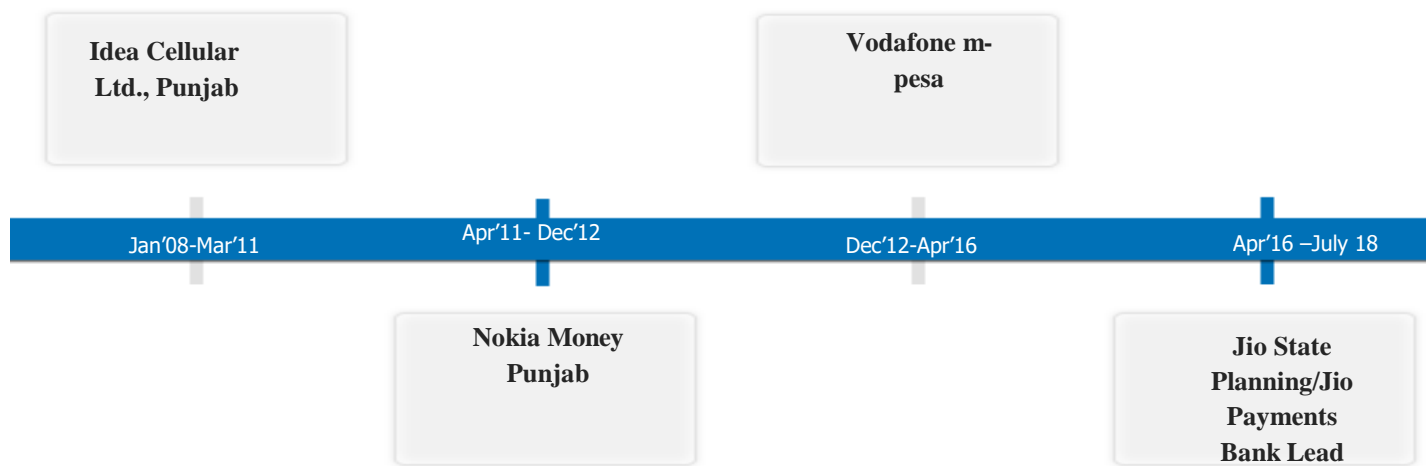
MBA (Marketing & Intl. Business) from Inst. of Mgt. Studies (IMS), Dehradun in 2005

Bachelor of Mgt. & IT from Sri Guru Harkrishan College of Mgt&Tech., Patiala (Punjabi University) in 2003

Profile Summary

- Nearly 15 years of Channel Sales experience in achieving revenue and business growth objectives in a rapidly changing business environment in Telecom & Payment Bank Industry
- Industry. History of excelling in Independently launching products ,Start ups such as Nokia Money,Punjab,Vodafone – m-Pesa – UP East/Punjab ,Jio Payments Bank,Punjab and Airtel Payments Bank Product MPCG. Strongly built Sales experience.Result Oriented with Demonstrating Leadership.
- Excellence in Prospecting, Identification, Strategizing, Execution, selling products, penetrating new markets and leveraging existing knowledge base with internal resources/Team Building to facilitate business excellence
- Managed sales pipeline, forecasted monthly sales and identified new business opportunities; developed positive working relationship with Network to build business
- Achievement oriented professional with excellent people management skills, Problem Solutions and capability to manage change with ease.

Career Timeline



Core Competencies

Sales & Business Development

Client Relationship Management

Fintech /Financial Services

Channel Management

B2C/B2B/Start Up Expertise

Team Management

Airtel Payments Bank Head MPCG Circle, Indore As AVP Aug '18 –Till Date

Key Result Areas:

- Overall Airtel Payments Bank Business in the state. Ensuring Monthly, Quarterly, Half Yearly & Annual Revenue of Vertical. Single Point of Business contact between state and Corporate for all business Liasonings.
- Understanding Marketing Potential through current sales Trends & hence increasing market share though strategizing & proper end to end execution. Develop and optimize sales processes to continuously improvement.
- Planning, training & development of Distributors, Retailers, Promoters, Merchants, and Agent Network.
- Pitching Companies Product from Buffet as per Customers Requirement-**Savings Bank Account Acquisitions** through unbanked, Controlled Channels, Fastags and Bank Promoter.
- **Remittance/AEPS/BPS Services. Financial Services Product-Insurances, Loans etc.**
- **Merchant Acquisitions, Bhim UPI** ,Throughput, Anchor Merchants
- **Salary Disbursements Solution-** Velocity, Fastags, Dairy etc.
- **Government, Strategic Alliances & Partnerships** –NABARD, ITDP, SLBC, SRLM, MNREGA
- **CMS-Cash Mgt. Services-100 Cr Business** covering 772 Pin codes of MPCG.
- Ensure Best Business Practices with proper Planning, Strategizing, Presentation, Communication, Execution and Marketing Campaign/Activities & Visibility.
- Generate customer leads through Networking /Partnership with various resources like Govt., Corporate.
- Liaising with the various Cross functional teams (Distribution, Retail, Technology, Marketing, DTH, HR, Finance, Legal, Marcom etc.) for cross functional activities Present, promote and sell products/services using solid arguments to prospective customers
- Conduct reviews for the team member's performance and take corrective actions, if any. Role Model for Team by self setting examples.
- Demonstrated leadership of leading initiatives and projects. Strong written and verbal communication skills.

Highlights:

- **Circle Throughput Increased From 167 Cr pm to 450 Cr. PM.. Nationally Second Circle YTD month by Month in all Bank Parameters.**
- **Biggest Circle selling Financial Service Products.-10k Insurance Month By Month.**
- **Awarded by PFRDA 7 Times For Highest Selling APY**
- **Among Top 3 Circle Monthly In Savings Bank Accounts Acquisition.est Circle In Govt. Tie-ups for Disbursement & Promoting Digitization In state.**
- **No.1 Circle In Merchant Acquisition & Fastest million Transactions In Country. Actively Participating with Govt. In Smart City Projects for Promoting Digitization.**

Jio State Planning/Distribution Head Punjab Circle, Mohali as DGM Aug'17- Aug'18

Key Result Areas:

- Managed Distribution Activities of Jio Business in the state .
- Ensured Revenue, Target For the state for all verticals & Execution Support.
- Leading Acquisition, Usage, Promotion/Visibility and Retention.
- Planning, Training & development of Channels, Jio Points, Promoters, JPR Retailers Merchants and Agent Network-All Channels with Training Teams.
- Ensuring Width & Depth of Channels & ensuring product availabilities at JCs
- Liaising with the various State functional teams (Device, Marketing, Campaigning, Logistics, Finance, HR and Admin) for cross functional activities.
- Resolving all channel Queries & doing their monthly reviews.

Highlights:

- **In Feature Phone Market ,Jio Smart Phone market share increased to 35% in Punjab. Jio has become second biggest Operator in RMS(23%) & No. 1 operator in CMS after Airtel in Punjab**

- **With Major Distributor Expansion Drive has increased channel partners count from 267 to 340 & hence thereby made Jio 4G reach in rural more close to customers.**

Jio Payments Bank State Head Punjab Circle, Mohali as DGM Apr'16-Aug'17

Key Result Areas:

- Managing all activities of Jio Payments Bank Business in the state including P&L management .
- Leading acquisition, usage, promotion, Review and retention of Channels.
- Liaising with the various State functional teams (CSD, Marketing, Logistics, Tech ,Product, Finance and HR) for cross functional
- Directing Small Merchant and Distributor/Agent Promotion and Incentive programs. Ensuring Jio Bank state business plan to drive customer, merchant & agent penetration and revenue
- Ensuring buy-in of peers and superiors at NHQ, Regional & State levels
- Led the channel partner programmed with a team of Dealers, Distributors and Value Added Resellers; ensured accomplishment of overall revenue profit targets in the assigned region
- Responded to emerging competitive threats, directed the product and service launch process into the channel including product and service forecasts and partner training
- Trained channel partner staff on customer on boarding, Product Features, Remittance, BBPS, Sales Pitch, Retail POS, Self Development, Communication Skills; developed channel-wide demand generation programs and tracked results

Highlights:

- **Fastest 10k Merchant on boarded in 30 days & was highest in country .**

Vodafone m-pesa, UP East Market Development ManagerDec'12-Apr'16 UPE, PB &HP Circle

Key Result Areas:

- M-pesa successfully & independently launched in 3 circles (UPE, Punjab & HP)
- Developed an eco-system for mpesa usage – ensuring that the money in the wallet can be turned around within the system before getting cashed-out.Remittance,Utility,CMS.
- Created the bulk mandates for the circle including Corporate / SME cash management solutions and Government benefit transfer-NABARD,SRLM,DSOW,Dairy.
- Managed SAC & S&D spends within budgets. Ensured P&L.
- Led all CSE, PSR and DSE to have training on M-Pesa once every quarter & problem solving. Mentored a team of 10 BDMs, 150 CSES .

Highlights:

- Drove the launch of: Wal-Mart National CMS Pilot at Punjab.
- EHP (Water health Point) project in Bhathinda for payment collections B2B, which is rolled-out across Punjab
- Worked in association with PSPCL Punjab, MNREGA govt. projects for collection & disbursements .DSOW (Dept. Of Social Welfare), HPSEB, NRHM HP Govt.
- SME Partnerships for customer Acquisitions with Nahar,Cadbury,Trident, Diamond Shoe Factory and Pidillite
- First State to Launch Salary Disbursement Solution
- **Won IMAD award for cross-functional initiatives done for mpesa in UPE & Mega Star for quarter AMJ 15 and 2 North star Awards for mpesa in 2014-15 for the circle Achieved 20% revenue growth month by month in Punjab & HP Circle and H1 DB- Thruput-144% & Customer 141%**

Nokia Money Punjab (Ludhiana, Jalandhar, Amritsar) as ManagerApr'11-Dec'12

Highlights:

- Led the launch of Nokia Money in Ludhiana, Jalandhar and Amritsar independently
- Managed 4 on-roll ZSMs, 14 Nokia Channels, 18 Team leaders and approx. 108 team of

promoters

- Achieved 18000 customers only in Ludhiana in first 2 months of launching with base of 80k gross customers developed in 5 months. Remittance, BBPS, Bill Desk, Utility Services.
- Enrolled fastest and highest no. of active agents at country level in given territory.
- **Won “Kudos Award” by sales head Country in August 2011 for attaining toppest position in contest “U R IN ARMY NOW”**
- **Received Best ZSM at Country level thrice, Best ZSM in Customer acquisitions, Best ZSM ensuring revenue, Best RSM ensuring Highest % Compliance and Best RSM Team Handling for 2011**

Idea Cellular Ltd., Punjab (Ludhiana) as Assistant Manager (Prepaid) Jan’08-Mar’11

Highlights:

- Managed Prepaid Channel sales Distribution and Marketing in Ludhiana City & Rural
- Augmented recharge sale from .96 lacs to 1.8 crores and additional prepaid gross increased to approx. 8000 with increase in market share from 11% to 14% in Net customer base
- Chalo Bazaar & Yellow Operations activity in assigned territory and increased no. of active retailers count
- Implemented rural development program to promote sales in rural market by coordinating with Local gram panchayats, Pradhan’s, Nukkad activities .
- **“Idea Excellence Award “twice.Kaizen certificates for adopting best and different selling activities in market**

Tata Indicom, Himachal as Sr. Executive (Prepaid) Jul’06-Dec’07

Highlights:

- Managed prepaid channel sales distribution and marketing in Mandi, Kullu ,Manali, Solan, Nahan, Paonta sahib and Launched Tata Indicom in Sirmour District of HP.
- Acquired new distributors in Mandi, Kullu and Kullu Manali for product penetration(Walky) and introduced new channels of sales like insurance brokers, car finance people, LPG gas selling hawkers and so on
- Implemented the concept of Chappa-Chappa Programming in given territory .
- **Won award from TTSL for following Best Marketing Practices in the given territory**

Bharti Airtel, New Delhi (UP West) as Executive (Prepaid)Feb’05-Jul’06

Highlights:

- Managed Prepaid Channel Sales Distribution and Marketing in Agra, Firozabad, Etawah, Aurraiya, Shikohabad and Launched Bharti Airtel in rural of Agra Zone.
- Augmented Recharge sale from 68 lakhs to 92 lakhs and additional prepaid gross increased to approx. 13900 from 8500 with increase in market share from 18% to 2
- Implemented rural development programme to promote sales in rural market by
- Won **“Bharti Values Achievers” award in the year 2006**

Personal Details

Date of Birth: 12th January 1982

Languages Known: English, Punjabi and Hindi

Permanent Address: Ansal Orchid County,Tower-9,
Flat No-601,Kharar Landran Road,Sector-115, Mohali- 140307

Skill Set



