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| **Abhinav Pandey**  **Mobile: +91-9887005232**  Email: *pandeyabhinav@hotmail.com;abhinof@gmail.com* |

***Enterprising Manager with Leadership Qualities and 16 years of proven experience in Sales***

Profile Snapshot

**MBA (Sales &Marketing) with 18 years of Experience in:**

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| *Sales* |  | *Business Development* | *Analytical skill /Strategic Planning* |
| *Business Operations* |  | Key Account Management | *Profit Centre Management* |
| *Channel Sales Management* |  | *Team Management* | *Sales Promotion / Brand Management* |

* Expertise in managing overall operations with focus on profitability and achievement of organisation’s goals
* Sales Plans & Value Added Solutions designed to assure achievement of agreeable volume & market Share, and Profit objectives .
* Analysing latest marketing trends & tracking competitor’s activities; providing valuable input to sales team for sales & marketing strategies.
* Planning, Formulating and Implementing Marketing and Promotional Activities to increase Market Penetration for Driving Revenue and Profitability
* Resolving complex problem areas to deliver commitments. Customer centric and performance driven enterprising leadership skills, developing diverse talents of team to achieve set goals
* Sustainable Channel Selection and Retail development and ensuring healthy ROIs

Core Competencies



Organisational Experience

**IDEA (Idea Cellular Ltd. / Aditya Birla Idea Payment Bank)**

**February 2006 Till Date:**

Career Path at Idea :

From July 16 to till Date as DGM (Vertical Head –Idea Money) – Delhi - NCR

From July 13 to June 16 As A.G.M (Zonal Manager Sales) Z.B.M –Kota

From July 13 to June 14 As Senior Manager (Zonal Manager Sales) Z.B.M –Kota

From July 07 to July 13 as ZSM (Zonal Sales Manager) Manager Prepaid Sales.

From February 06 to June 07 as Assistant Manager-Post-Paid Sales

Job Profile and Responsibilities as Vertical Head Idea Money (ABIPBL) Jun16-Till Date (Delhi NCR)

* Launched Idea Money at Rajasthan with Team of 65 members.
* Scheme Roll out, Execution of strategies with relevant Feedback.
* Successfully launched Delhi NCR new Banking product, Financial Products and VAS.
* Launched products like CASA , Wallets Cash in Cash out , Loans , Insurance Bills , Recharges Tickets , Hotels Travel Portal , Money Remittances ( DMR) ect .
* Sync with other functions like S.D, prepaid, post-paid team for establishing new vertical.

Significant Highlights:

* Developed network of 55 Distributors with 5000 Retail base.
* Increased Business to 45 Cr in just 6 Months from 5 towns in Rajasthan Launch.
* Because of high performance promoted as G.M for Delhi NCR.
* Delhi was only Area in PAN India where business growth was 30 % MOM .
* Won Gold Medal in Neev Training program.

Job Profile and Responsibilities as ZONAL BUSINESS MANAGER –KOTA (2013-2016):-

* Handling Kota Zone (Kota, Bundi, Baran, Jhalawar & Tonk District).
* With a sales team of 37 On rolls employee (4 ASMs /ZSM,9TSMs,24 TSEs).
* Managing a Prepaid turnover of 9.5 Crs and post-paid Billing of 1.2 Cr.
* Managing 155 Prepaid distributors, 5 Post Paid Retail Show rooms, 5 Post Paid DSA.
* Handling Prepaid (2G & 3G)/Post-paid/Retail Business/Collection/Retention for entire zone.
* Responsible to shift LUT sites to normal and enhance traffic of sites to HUS .
* Channel Management: Identifying, developing and ensuring healthy ROI by coordinating channel network of Prepaid / Post-paid business partners in the region.
* Scheme Roll out and execution with Achievement of sales and revenue targets.
* Regular feedback to company about self and competitors’ activities.
* Team Development, team engagement, Coordination with all function with circle team.

Significant Highlights:

* Increase gross addition from 35k to 55k with 22% MNP contribution.
* Establish a good distribution network increase 35 distributors in prepaid and 5 Post-paid.
* Kota Zone Won Best Zone Award in 2013
* Kota Zone Won MNP contest Award for highest MNP in Circle.
* 91% Sites are LUT Free while 55% Sites are HUS.
* Highest 3G data user i.e. 32 GB / Site and highest RPU Customers.
* Lowest Attrition and 10 persons were promoted out of which 2 was ASM.
* Awarded as a best ZBM for highest Kaizen implementation.
* Kota Zone was 1st to achieve 225 DPL.

Job Profile and Responsibilities as ZONAL SALES MANAGER –AJMER/KOTA/BHILWARA (2007-2013):-

* Responsible for driving the strategy and roll out process in the zone, product availability, product knowledge, retail penetration with depth in entire Zone, ensuring brand visibility in zone through optimal usages of merchandising resources.
* Understand market trends, competition and suggest process improvements. Build brand image, position and achieve market leadership. Improve upon pricing and cost control.
* Channel Relationship Management, ensuring ROI, Zero conflict in Channel and development for pre-paid distribution and monitoring their performance.
* Constantly, tracking and analysing competition tariffs, trade schemes and promotions, and using this data to support decision making and designing innovative schemes to increase sales.
* Develop and implement Secondary tracking and other related processes for pre-paid distribution. Expansion of pre-paid distribution depth and width. Conduct distributor audits.
* Responsible for coordination cross functions such as Marketing, CS, Network etc. for removing bottlenecks for driving the overall strategy of the zone for achievement of business targets.
* Team Management & Motivation.

Significant Highlights:

* Increased CMS by 3.5% in Ajmer Zone and promoted as Senior Manager ZBM Kota.
* In Bhilwara increased Gross Additions from 12 k to 42 K and revenue from 1.25 Cr to 5.2 Cr.
* Fy-09, Fy-10 and Fy11 Rewarded as Best ASM in Rajasthan.
* Recognised and Awarded best ASM to Launch New Plans like per second Plan, Lut Plan etc.
* Kota Becomes Top Zone during my tenure as ASM because of high dominance in Students.
* Won Contest TOP GUN, LUT Ka BADSAHA and 2 GOA trips.
* Received appreciation letter from COO for implementing 7 Days CAF compliance and day 1.
* Establish Best Distribution network in Kota Zone, Bhilwara and Ajmer zone.
* Ajmer Zone stood 1 st in Handset Sales 2012.

Significant Highlights as Assistant Manager Post Paid Sales(2006-2007):-

* Done Mapping Of Entire Ajmer and Nagaur District and Appointed all Channels of prepaid, Post Paid and PCO.
* Achieve Post-paid targets of 236% and promoted as Manager pre-paid Ajmer Zone.
* Received best Spot award for appointing best channel and Placement of Signboards.



**Bharti Hexacom Limited (Airtel)** Franchisee Manager (Dec05-Feb06)

Significant Highlights:

* In Airtel raise standards of customer experience in Arc from bottom 3 to top 3 ARCs in Circle



**Shyam Telecom (Rainbow)** Sales Officer (Dec04-Nov05)

Significant Highlights:

* *Best performer award in sales in FY-04 to FY-05 for 145% achievement.*



**Nicholas Piramal Private Limited**: Business Executive (Jan02-Nov04)

Significant Highlights:

* In NPIL F02-F03 Achievement of107%against budget and in FY03-FY04 Year Achievement was 112% and in F04 Achievement was 137%Ytd. Against budget.
* In NPIL Awarded as Man for Rajasthan in Star performer meet to Achieve Maximum Sales in Rajasthan in (FY02-FY03).
* In NPIL Reduced DSO from 45days to 20 days.
* In NPIL launched all new brands successfully. With growth of 15 % - 20 %.
* Jaipur is among top 10 territories in country with 8 brands in internal and Org Sales.



**Emcure Pharmaceuticals Limited** Business Executive (Sep96-Sep98)

Significant Highlights:

* Highest seller for 4 brands and wins incentive and award for best product launch OROFER.
* Best performer for 2 years for highest contributor for sales in Rajasthan (P.M.P.M).

IT skills

* MS Office Suite (MS Excel, MS Word, MS PowerPoint MS Outlook) & Internet Applications

Academic Details

1996 B.Sc (Science Biology ) from D.A.V COLLEGE, MDS University-Ajmer

2001 MBA (Marketing) From Faculty of Management Studies (M.D.S. University) –Ajmer

Personal Details

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| Date of Birth: | 14th January 1976 |
| Address: | 15, Raj Nagar Dhan Nadi Road ,  New Bhajan Gunj Ajmer -305001 Rajasthan |
| Languages Known: | English and Hindi |

Abhinav Pandey