**Prashant Bakshi**

**(Zonal Business Manager**)

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**About Me**

17 years of rich experience in Retail, Operations, marketing, sales & Distribution across diverse geographies in FMCG & Telecom industry, Expertise in B2C Sales Distribution,P&L Telecalling Outbound sales. At present working with Tata teleservices ltd, previously worked with Bharti Airtel, Reliance Infocom, Zip, Zip telecom & Gillette India Ltd.

**Tata Teleservices, Meerut -Zonal Business Manager –Prepaid GSM**

(Since Apr’17 till July’19)

* Implementing strategic Sales, marketing and operational plans for business.
* Coordinating with the supply chain for stocks availability, Commercial, MIS, Logistics, and Marketing Support Deptt.
* Handing team size of **7 Prepaid Channel Managers (On Roll), 5 RSO’s (Off Roll), 100 DSE’s** and 3100 MBO’s.
* Increasing Customer Focus / provide correct product mix relevant for market.
* Flawless implementation of Schemes and executing objectives to get desired results in line of Company Objectives.
* Assigning and finalizing targets of Channel Managers, sales officers and Distributor Dse’s monthly as well as annually.
* Ensuring regular retailer meet, nukkad meet to recall product benefits and earning potential to selected retailers having large counter share.

**Tata Teleservices, Meerut-Zonal Business Manager -Outbound Business**  (Aug’11 – Apr’17)

* spearheaded a team of 9 **on-roll ,40 off-roll Relationship Executives(RE) & 200 Telecalling Exe**, **Runners Etc.**anaging the end to end operations of branded retail stores, Outbound sales through Telecalling, collections, customer care (post-paid & prepaid), network issues, inventory and store & Outbound channel hygiene for Meerut, Bareilly & Moradabad Zone.
* Ensured profitable P&L Management by planning & executing strategies to increase customer awareness & footfalls, engaging the team & franchisee with various business inputs to optimize performance of the (COCO/FOFO Stores & Telecalling Channels).
* Optimizing performance of COCO/FOFO/Telecalling Channels by recruiting new Sales Advisors, Telecallers by eliminating non-performers and continuous improvement through regular coaching/ training and review/business planning.
* Responsible for increasing store foot prints (New roll outs)
* Develop new relationships with Large & SME accounts in an effort to grow business in a bulk deal and sustainable larger revenue size assurance.
* Responsible for end-to-end business development of the assigned area, includes planning and building long-term relationship with corporate accounts.
* Cross-functional approach through coordination with multiple teams in inter and Intra geographies
* Regular meeting with Large & SME accounts new as well as existing for cross sell & up-sell for variety of products.
* Conduct research to identify new markets and customer needs.

**Tata Teleservices Ltd. Agra-Zonal Manager -Prepaid CDMA** Aug’07 – Aug’11

* To plan and develop strategies for Zonal prepaid CDMA business through respective sales teams to achieve CDMA handset, gross add & revenue targets and other distribution objectives.
* Monitor distribution management & beat plan implementation to ensure high brand visibility & product availability to build & meet customer demand.
* Ensure appropriate distribution infra to ensure timely market service & meet distribution KPIs.
* Ensure month on month growth in key business parameters UAO,URO,UHO
* Ensure optimal budget utilisation to enhance business output.

**Key Achievements**

* Got **recognition from MD** for being the best ZM & highest Business developing Zone in Q1, 2012.
* “Star Award” in the month of July, 2012, for highest growth across all zones.
* Qualified for Singapore trip in Sep, 2012
* Won cash reward as “Phoenix Champion TTRB & Telecalling Setup” in Feb 2013
* “Star of the “Month” for two occasions for highest gross adds across zones & achieving 113% targets in 2012-13

**Key Achievements**

* Increased focus on Low utilization sites and brought up to the level of Circle.
* Achieved consistently the targets of 17000 new connections per month with monthly revenues of Rs. 3 Cr.
* Awarded "Best Zone" for the Years 2017-18.

**Qualification & Certification**

* Bachelor’s of Commerce Delhi University.
* Six Sigma Green Belt.
* One Year Computer Diploma

**Core Competences**

* P&L Management
* Business Development
* B2B & B2C Sales/Marktng
* Operations
* Distribution
* Market Expansion
* Adaptability
* Decision Making Skills
* Relationship Managemnt
* Revenue Generation
* Self-Motivation
* Team Management

**Key Achievements**

* Successfully launched of Mach-3 Razors in the Market a huge success.
* Re-launch of Gillette presto and the territory was credited one of the most penetrated market
* Grabbed “Best Product Display” award in the market.

**Key Achievements**

* Increased sale of Payphones in territory by 80%
* Managed to get 98% collections consistently with the help of service staff of distributors on post-paid billing

**Key Achievements**

* Grabbed “Best City Head” award on initial stage of product launch and awarded personally by Shri. Mukesh Dhirubhai Ambani.
* Successfully launch of Reliance PCO.
* Appointed 28 Distributors in my tenure with the organisation.

**Key Achievements**

* Launched FWP with inbuilt features of PCO in sales model.
* Organized sales promotional campaigns in voting offices, though van in villages and market place.
* Territory was credited to be one of the most penetrated markets of Uttaranchal.

**Key Achievements**

* Awarded “Scroll of Honour” in 2007,2008,2009
* “Start of the month” in Oct 2010

**Bharti Airtel Ltd, Dehradun- Zonal Head**

Oct’06 – Aug’07

* Handling Entire Uttaranchal and part of Up-West for Sales & Activation.
* Training and motivating the distributor Fse’s in Field.
* Rolling out innovative strategies in Rural and interior markets and increase penetration of PCO’s.
* Generate revenue by converting high ARPU pco’s of competition.
* Churn management and Revenue assurance.

**Reliance Infocomm, Panipat Haryana-Zonal Head & City Lead** Nov’04 – Oct’06

* Introduction Reliance PCO in Bhatinda Zone & Panipat.
* Process Management and Product training to Business associates and field force.
* Execution of sales and after sales promotional activities at locations which includes suggesting and developing schemes in line with the local business realities.
* Coordinating with Technical, Customer care, logistics and commercial department.
* Handling a team of 4 City Heads.

**Zip Telecom Ltd, Delhi-Customer Support Officer**

June’04 – Nov’04

* Handling of distributors and sales executives.
* Identification and appointment of direct sales agents.
* Provide overall support to the team by planning, coordinating and controlling field activities.
* Making strategic analysis and involve in market study of competitors product for our better services.

**Gillette India Ltd, Delhi-Territory Sales Incharge**

Jul’02 – June’04

* Handling distributors,PSR and sales executives in North Delhi

**Personal Details**

* Language: English, Hindi, Punjabi.
* Date of Birth: 07/11/1979
* Marital Status: Married
* Nationality: Indian
* Address-C341/2A Bhajanpura Delhi-110053
* Notice Period- Join Immediately
* Reference will be provided request basis
* Salary as per industry norm & Negotiable.

**Interpersonal Competencies**

* Goal Oriented & Achiever
* Team Player & Leadership
* Analytical Skills
* Optimistic & Smart working
* Quick Learner & Self Motivated

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