



# Anurag Charan

STAR India Pvt. Ltd. – Mumbai

OPERATIONS, STRATEGY & SALES SUPPORT

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## Profile Summary

- A goal-oriented professional with over 17 years of experience in HO & Branch Operations, Client Relationship and Escalation Management
- Coordinate and work with senior management and business partners. Collaborate efficiently with cross functional departments. Publish Dashboards & MIS reports as per requirement
- Implementation of policies & procedures and review deviations if any. Ensure internal & external audits are successfully completed
- An effective communicator with excellent relationship management skills and strong problem-solving capabilities
- Direct and motivate HO, BO & Distributor's India & International team; impart training for accomplishing greater operational effectiveness and efficiency
- Timely completion of KRA's and appraisals for the team members
- Involved throughout customers life cycle from Cradle to Grave



## Core Competencies

Strategic Planning
BO & HO Operations
Inventory Management
Dashboard & Reports
Budget & Audits
Business Partner Management
Client Relationship
Escalation Management
Team Building & Leadership



## Notable Accomplishments in STAR India Pvt. Ltd.

- Resolve issues escalated by the clients, branch operations and sales within the agreed timeframe. Ensure appropriate solution and feedback to the client also corrective measures in system
- Designed and implemented process for auditing inventory at stock points across India by external agency
- Implementation of DAS 1 – 4, as per guidelines
- Played a significant role from operations perspective in acquisition of MAA Television Network Ltd, a prominent regional broadcaster in AP by STAR India
- Coordinated with Credit Risk Department to implement Credit Policy of the company
- Annual budget planning & projection for Distribution department; keeping a track of utilization of budget & publish monthly reports
- Implementation of policies & procedures and review deviations if any
- Supervising system operations:
  - SAP for Budget Allocation and for activities like PR, PO, SRN, GRN
  - MQS to monitor real time status of Regional Offices & Distributors
  - Advice and upgrade the system utilities to increase the effectiveness
- Conferred with the following:
  - Top Achiever-Intra Functional - Non Sales in Feb 2012
  - Super Trooper Award in Feb 2009
  - Global Excellence Award by News Corporation for the years 2002 & 2004
- Achieved reduction in cost or generated additional revenue by implementing strategies:
  - Exported inventory to Bangladesh for the launch of customized advertisement on selected STAR channels in Bangla language
  - Swapping of inventory for ACL & VTPL from Viaccess to NDS (encryption), MPEG2 to MPEG4 IRDs for STAR
  - Important part of Inventory Retrieval Scheme from the customers not availing services of STAR – Reverse Logistic



## Skill Set



## Organizational Experience

### **STAR India Pvt. Ltd., Mumbai from Sep'00 – Dec'17 Manager HO Operations**

#### **Growth Path:**

Sep'00 – Jul'05:	Sales Coordinator – Asst. Executive (Operation)
Jul'05 – Jul'06:	Executive - Sales, Saurashtra – Gujarat
Jul'06 – Apr'08:	Sr. Executive Operation/Finance Dept. – Gujarat
Apr'08 – Jul'08:	Sr. Executive Operation/Finance Dept. - West Region
Jul'08 – Jun'14:	Deputy Manager HO Operations – Mumbai
Jul'14 – Dec'17:	Manager - HO Operations

**Regions Handled:** India, APAC and Middle East

## Key Result Areas

### **As Manager – HO Operations**

- Administer escalations as highlighted by clients, India & International sales/technical/branch operation teams. Responsible for resolving issues as per agreed TAT
- As per requirement collaborate with Client (MSO's & DTH), Business Partner (Fox/ABP News/NDTV/Asianet etc), Internal Team & Distributors
- Monitor overall functioning of processes, identify improvement areas and implement adequate measures
- Collaborate with cross functional teams for strategic roadmaps and implementation of projects
- Reviewed dashboard & reports and presented to the senior management. As per agreed schedule reports were made available on daily/weekly/monthly basis
- Annual budget planning & projection; keep a track of utilization of budget & publish monthly reports
- Responsible for successful internal & external audits/inspections, evaluate internal checks, controls & procedure
- Supervise and maintain minimum stock level at central warehouse, branch, satellite offices & publish daily, weekly & monthly reports
- Inventory audits at Branch, central warehouse and satellite stock points & initiated appropriate actions
- SPOC for business partners Fox Channels, ACL & VTPL; reconcile database as per policy
- Direct, lead and motivate HO, RO & Distributor India & International teams; impart training for accomplishing greater operational effectiveness and efficiency
- Supervise Import and Export of inventory as per the requirement
- Timely renewal of agreement for vendors, insurance agent etc
- Ensured payment & commission are released as per agreement for vendors, insurance agent
- Timely completion of KRA's and appraisals for the team members. Ensured availability of support 6 days a week for sales & support team

### **Deputy Manager HO Operations – Mumbai**

- Managed inventory for STAR, Zee and channel partners (MGM, Fox, ABP News, NDTV, HBO and Pogo) and regional channels (Pravah, Jalsa, Asianet, Asianet Plus Suvarna and Vijay)
- Nonfinancial aspect of cooperate clients DTH and Major MSO's
- Approved actions of West and North Zones in system after scrutinizing the details; monitored actions for Sri Lanka and Bangladesh
- Tested new channels like HD services of STAR, Movies OK, Fox Action, NGC Tamil and Hindi Feed, Asianet, Asianet Plus, Vijay, Suvarna, Jalsa and Pravah and implemented the same in the system
- Responsible for successful inventory & CAS audits

## Academic Details

- MBA (Marketing) from Symbiosis in 2007
- B.A. from Delhi University in 1995
- GNIIT from NIIT from Delhi in 1997

## Personal Details

Date of Birth: 15th January 1973  
Languages Known: English & Hindi  
Current Address: A201 DheerajKirti Building, Evershine Nagar, Malad West, Mumbai – 400064