**Job Objective**

To be part of the progress by contributing my share of ideas, initiative & share of responsibilities and to succeed in my efforts. Always willing to learn and enhance my capabilities

**Professional Summary**

**Key Skills :** Sales & Marketing (Training and Development)

**Experience :** Total of over 19 years

**Current Industry :** **IQ Point**

**Current Job :** Co-founder and Managing Partner

**Current Functional Area :** Career Counseling and Training & Development

**Current Location :** Patna.

**Earlier Industry :**1. Telecom,

2. Digital Marketing

3. Computer Education

**Earlier Functional Area :** **Getit Infoservices (P) Limited.**, Station Head, Bihar

**Location Constraint :** Nil

**Location Preference :** Eastern / Western / Central India

**Professional Skills/ Education**

* MBA (2 Year Full Time), with Marketing Specialisation.

*1st Class, 1995*, from L.N.Mishra Institute of Economic Development & Social Change, Patna.

* **B.A**., *1992*, with **Psychology (Hons.),** from Patna University, Patna.
* **I.Sc**., *1989*, from Patna University, Patna.
* **Post Graduate Diploma In System Development**, *1988*, from NIIT, Patna.
* **Matriculation,** *1987*, from St.Xavier’s High School, Patna.

**Areas of Expertise / Functional Qualification(s) / Other Information**

|  |  |
| --- | --- |
| **AREA OF**  **INTEREST:** | Marketing / Sales / Sales Training / Soft Skill Training |
| **COMPUTER**  **KNOWLEDGE :** | MS-DOS, UNIX, MS-WINDOWS, Proficient in COBOL, BASIC, C, dBase III+ , Foxbase, FoxPro, LOTUS, VP- PLANNER, WordStar, SSAD and Utilities like PC - Tools, Norton etc. |
| **EXTRA CURRICULAR**  **ACTIVITIES :** | Represented School in Cricket, Table Tennis, Basket Ball, Debating, Elocution and One Act Play.  Member - IIPC (India International Photography Council) & Photographic Association of Bihar. |
| **OTHER**  **INFORMATION :** | Having a valid Indian Passport (L-3008277) dated. 02.09.2013. Valid up to 01.09.2023. & Indian driving Licence (L.M.V.). |

**Career Highlights**

**Experience :** Total over **19 years** of experience in North / Eastern & Central India

Presently working as Co-founder and Managing Partner of IQ Point, an upcoming professional organization working in the areas of Career Assessment and Training & Development based at Patna.

With technical alliance and knowledge partnership with **Edumilestones**, a pioneer in online career counseling and a recognized member of Asia Pacific Career Development Association **(APCDA)** along with our on-going industry interactions and continuous research enables us to update and enrich our work by incorporating latest developments and trends. Our online Psychometric Career Assessment tool is based on universally accepted scientific theories. Further, it is supported by a team of psychologists and research team who continuously analyze and help us to deliver the right career counseling.

**VIBGYOR (P) Ltd. Dec’16 – Dec’18**

**Profile – Group Head, Sales / Marketing and Training**

Planned and directed staff Sales and Soft skill training program and evaluation the performance.

Built relationship with customer and community to establish long-term business growth.

To develop a comprehensive training program for internal and external customers at regular intervals.

To enhance the overall net revenue deliverables on all products and services

**Getit Infoservices (P) Ltd. 4th Mar’13 – 3rd Jan’16**

**Profile – Station Head, Bihar**

**Core Function –** Responsible for Sales & Revenue of entire Bihar.

**Getit** is a directional media company in [India](http://en.wikipedia.org/wiki/India). Its services include [yellow pages](http://en.wikipedia.org/wiki/Yellow_pages), white pages directories, classified media, tele-information services, online and mobile media. It currently operates in 80 cities PAN India. GETIT offers services across print, voice, online and mobile platforms. Investors in the company include Malaysia based Astro All Asia Networks Plc and Helion Venture Partners.

Recently Getit buys Infomedia Yellow Pages & AskMe of Network18 Group

**S Tel (P) Ltd. 15th May’09 – 17th Oct’12**

**Profile – Manager Marketing –UR & RE and Acquisition** for S Tel Pvt Ltd**,** GSM cellular service provider, Patna, Bihar Telecom Circle.

**Core Function –** Analyse existing customer usage & recharge pattern and segmenting them based on the analysis, aimed at enhancing the ARPU and the life of the subscriber.

Performs essential functions like increase in new acquisitions, revenue generation, retaining existing customers, carry out prepaid activities like offering new schemes, adding new product features etc. Continuous interaction with market. Also coordinates with different departments to formulate new tariff plans, change existing ones, addition of new products & services and ensure customer satisfaction.

**Key Deliverables:**

* To enhance the overall net revenue deliverables on all products and services
* To create base stickiness and hence reduce churn,
* To enhance customer experience on U & R related activities
* To design plans and programs for increasing the penetration and hence the usage of voice and data services.
* By developing and implementing programs to enhance the revenue by facilitating customer upgrades.
* Tracking competition in terms of usage, revenue, product and churn

**Reliance Telecom Limited Jan’05 – 9th May’09**

**Profile – Circle** **Acquisition Lead** for Reliance Telecom Limited**,** GSM cellular service provider, Patna, Bihar.

**Core Function –** Helping in achievement of acquisition in pre-post paid category, Analysis

of product Movements, promo offers for each geography & Territory

**Key Deliverables:**

* **PRODUCT STRATEGY:** Strategically assess opportunities for market entry and develop plans for execution.
* **PRODUCT INTRODUCTION:** To successfully introduce new product by defining, planning and implementing marketing plan in line with the strategy.
* **PRODUCT PLAN:** Formulate, execute product promotional plan for states to ensure sales target achievement. Developing local market activation plan (including retail consumer promotions, tactical trade promos, and corporate promotions).
* **PRODUCT PORTFOLIO MANAGEMENT:** To create and manage a competitive product portfolio that meets end user requirement as well as optimum integral business result. Tracking and analyzing competition including tariffs, trade schemes, promotions, advertising and using this data to support decision making.
* **MARKETING COMMUNICATIONS:** To communicate using cost effective media, consistent messages, to target audience - the value of products. Planning all forms of communication (ATL/BTL-collateral, promos, events)

Joined Reliance Telecom Limited, as **Area Sales Manager**,

Posted at Bhilai (CG). Looking after entire operations of Bhilai and Durg.

Job responsibilities included Channel development, Franchise selection, Corporate & Institutional customers, and expanding database of Corporate & Individual customers. Co-ordination with Distributors, Dealers, Customer Care Center, IT Dept., and Circle Office. Marketing plans including outdoor and indoor advertisement. Training to Distributors Sales Executive, Distributor Manager, Direct Sales Officer and Tele Marketing etc.

**HCL Infinet Limited (Nokia Division) Sep’04 – Jan’05**

**Profile – Area Sales Manager, Bihar & Jharkhand**

**Core Function –** Responsible for Nokia Handset business of entire Bihar & Jharkhand.

HCL Infinet Limited tied with world leaders in the Mobile phone industry – **NOKIA** in the year 1995 for sale and services of Nokia Mobile Phones in India, HCL Infinet Ltd, Over a period of time has put in place a strong and dedicated retail network of Nokia Professional Centres, Nokia Priority Dealers and Re-distribution Stockists across the country.

worked as **Area Sales Manager** for Bihar & Jharkhand.

**Aplomb InfoTech Limited Feb’03 – Jun’04**

**Profile – Manager Business Development, Head office, New Delhi.**

**Core Function –** Looking after Business Development and After Sales Service

**Aplomb InfoTech Limited** is involved in development of Mobile Messaging solutions like Logo interface, Ring Tone interface Picture Messaging interface, SMS to e-mail application Mobile Chatting Application etc, company also has partnership for selling solutions of Bharti Telesoft limited and Cellnext solution limited, client are also based in Africa.

**KOSHIKA TELECOM LIMITED - Nov’96 – Jul’02**

**Profile – Regional Sales Manager, Allahabad (U.P.)**

Koshika is a ***Group Usha*** Company having a total Group turnover exceeding Rs. 4000 Crores. Koshika Telecom Limited was the official licensee for providing Cellular Mobile Services in the telecom circles of Bihar, U.P.(West), U.P.(East), and Orissa.

Joined Koshika Telecom Limited as Territory Manager, ***Patna ( Bihar )***, promoted as Senior Territory Manager, ***Ranchi & Jamshedpur ( Jharkhand )*** then promoted as **Regional Sales Manager,** ***Moradabad (UP-West)*** & further transferred to ***Allahabad (UP-East)****.* Job responsibilities included Channel development, Franchise selection, Corporate & Institutional customers, and expanding database of Corporate & Individual customers. Co-ordination with Franchise, Dealers, Customer Care Centre, IT Deptt., and Regional Office. Marketing plans including outdoor and indoor advertisement. Commencement of booking, Training to Franchise Sales Executive, franchise Manager, Direct Sales Officer and Tele Marketing Assistant etc.

Reporting to: General Manager (Marketing).

Reported by: Senior Territory Managers, Territory Managers, and Assistant Territory Managers

Sales Officer, Franchise Sales Executive, Franchise Manager, Management Trainees.

**Personal and Family Background**

Date of Birth : Oct’ 02, 1969

Height : 5’6”

Father’s Occupation : was Director Health, Bihar

Mother’s Occupation : was Housewife.

Brother’s Occupation : 1. Doctor, presently working in KSA.

Interest : Travel, Music

Marital status : Married.

Strength : Self charged & motivated.

Languages : Fluent - English, Hindi, Urdu. Understand – Bangla, Punjabi.

Date :\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature