

ANIL KUMAR

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Visionary professional with over 22 years of experience in Strategic Planning/ Business Development

Strategic Planning • Multi-Site Business Operations • P&L Accountability • Product & Service Management • Competition & Market Analysis • Channel Management • Client Satisfaction • Training & Development • Stakeholder Management • Manpower Planning

Dynamic, articulate and result oriented Leader with an innate ability to excel with a Management or Individual role. Refined exposure and experience in driving growth YOY resulting in propelled ROI and revenue. Keen on expanding wings for heading Profit Center operations by optimizing man, machine and material resources and ensuring top and bottom line profitability. Time and again proven capabilities in roles that create new business opportunities, assist in deployment of capital and creation of potential market share. Expertise at translating business initiatives and marketing strategies into bottom-line results in sales, revenue and client growth. A passionate leader with talent for building, mentoring and nurturing sales teams with an equal desire to excel and win, and help them in their career progression.

KEY RESULT AREAS

Business Alliances & Strategic Partnerships: Fostering growth of the company's existing business units (or drive the creation of a new BU) via formulation of strategies, strategic partnerships, product/solution development plans. Establishing and growing a differentiated, high-value business in new markets. Providing business & market intelligence briefings and recommendations to the senior executive staff.

Business Development & Market Penetration: Developing and executing company's business development roadmap, creating new funnels and growing revenue, while ensuring alignment with our long-term vision, mission, and strategy. Identifying, analyzing and developing new business opportunities and ensuring partnerships are executed successfully from start to finish; from signing agreements, onboarding new partners, and driving business.

Customer Relationship Management: Maintaining cordial relations with customers to sustain the profitability of the business. Maximize customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services. Handling customer grievances and resolving issues. Excellent client relationship management, time & resource management.

Team Management: Innovative and results-driven senior manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement. Expertise in building and motivating large teams that well exceed corporate expectations.

CAREER GRAPH

Bharti Airtel Ltd., Kolkata	<i>Vice President – Sales Operations</i>	Since Dec 2017
Telenor India Communications Pvt. Ltd.	<i>Business Head, UP-West</i>	Jul 2016 - Nov 2017
	<i>National Sales & Distribution Head, Gurgaon</i>	Feb 2016 - Jun 2016
	<i>Business Head, Assam</i>	May 2014 - Jan 2016
	<i>Head - Sales & Distribution M&G Circle, Pune</i>	Dec 2009 - Apr 2014
Idea Cellular Ltd., Indore	<i>Zonal Business Manager (DGM)</i>	Nov 2007 – Dec 2009
Reliance Communications Ltd., Pune	<i>Cluster Head (AGM)</i>	Mar 2007 - Nov 2007
Hutchison (Vodafone) Essar Cellular Ltd.	<i>Head – Prepaid, Pune</i>	Mar 2006 – Mar 2007
	<i>Branch Head (ASM), Aurangabad</i>	Dec 2004 – Feb 2006
Tata Teleservices (M) Ltd., Pune	<i>Area Sales Manager - Retail Channel</i>	Dec 2004 - Mar 2007
Reliance Infocomm Ltd., Pune	<i>Managerial Grade</i>	Sep 2002 – Jun 2004
Worldspace India Pvt. Ltd., Mumbai	<i>Area Manager (Sales)</i>	Jan 2001– Aug 2002
Thomson Consumer Electronics Ltd., Pune	<i>Sales Executive</i>	May 1997 – Jan 2001

CAREER HIGHLIGHTS

@ Bharti Airtel Ltd., Kolkata

- Raised the Revenue Market Share / Subscriber Share and managed the business of INR 2400 Crores(\$320mn) per annum
- Conceiving & implementing the short / long-term business plans / strategies, for higher Revenue and Customer Market Share
- Taking care of distribution planning and infra structure, retail trade offer within the cost of sales and ensuring quality acquisition drive
- Involved in conceptualizing, planning and implementing various consumer offers and sales initiatives for achieving new customer additions
- Drive new segment sales of mifi routers for consumers & established digital initiatives like **payment bank, airtel tv, airtel app**

@ Telenor India Communications Pvt. Ltd.:

- Managed revenues worth INR 700 Crores per annum and monitored project planning till EBIDTA, PAT and NPA level
- Ensure new consumer additions, churn and consequently net additions. Prepaid growth
- Regular all functional reviews - ensure parameters are met as per targets
- Manage employee development and motivation
- Spearheaded the successful launch of telecom services in M&G circle during June 2010
- Attended Global leadership program "Accelerate" as part of Club 100
- Achieved revenue market share of 9.4% in coordination with a team of 300 members

@ Idea Cellular Ltd., Indore:

- Managed business turnover of INR 320 Crores annually and further enhanced revenue through different innovative ideas using VAS and roaming
- Raised TOMA and ITP scores through an area comprising of 7 districts
- Contributed 23.5% revenue to prepaid (acquisitions, EOP base and revenues) and 45% to postpaid in MPCG circle with a customer base of 14 Lakhs and 550 BTS towns
- Successfully expanded distribution and retail channel and oversaw 300 Distributors, 20 Franchisee's and over 14000 retailers within the shortest period

@ Reliance Communications Ltd., Pune

- Actively met the collection targets and ensured that the zone remains profitable by controlling the overheads
- Proactively involved in planning of BTS by liaising with Technology Team to enhance the coverage

@ Hutchison (Vodafone) Essar Cellular Ltd.

- Driving gross/ net acquisitions (prepaid/ postpaid/ payment bank), distribution network, revenue management, network utilization market share drives on gross and revenues to the required levels
- Raised the gross activations from 16000 per month to 31000 per month and contributed 35% of revenue to the circle
- Widened the retailer network from 2230 to 6300 at Hutchison

EDUCATION

- 2001 MBA (Computer Management) from *University of Pune*
- 1997 MBA (Marketing) from *University of Pune*
- 1995 BA (Economics) from *University of Pune*
- 1994 Diploma in Computer Studies from *Informatics computer institute Pune*

CERTIFICATIONS

- 2017 Telenor Strategy execution online programme *INSEAD Singapore*
- 2012 Telenor Global Accelerate- Leadership *BI Norwegian school of management Norway*
- 2012 Building Future Leaders *ISB Hyderabad*
- 2010 Telenor Brand academy *London business school*