

ARVIND GUPTA

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[Channel & Distribution Management Sales & Distribution Management Event Management]

Enterprising leader & planner in streamlining operations, invigorating businesses, heightening productivity, systems & procedures with an organisation of repute in PAN India

Profile Summary

- A result-oriented professional offering **13 years of successful career in the Media industry**
- Participated in the institutional sales of all products of Times Group that are made by various clients namely **Indian Airlines, Apollo Hospital, Radisson Blue Hotel, Hotel Crown Plaza, Apollo & Escort Hospital** to ensure brand visibility as well as market share
- **Track record of launching various magazine products of BCCL like FilmfareTamil, BBC Knowledge, Grazia, Top Gear, Lonely Planet, Hello Home Trends, FlimfareFemina Hindi Version & Food Guide**; played a key role in launching various products of BCCL like **Crest Edition, Speaking Tree, I-Diva, ET Wealth & Good Food Guide**
- An effective communicator with excellent managerial, relationship building & interpersonal skills; strong analytical, problem solving & organizational capabilities

Core Competencies

Sales & Business Development
Channel & Distribution Management
Team Management

Retail Management
Event Management
Marketing Communication

Data Management & Analysis
Sales & Marketing
Market Research

Organizational Experience

Since May 21 – till date with **Rajasthan Patrika, Indore (MP)**

Since Feb'10 – May 2021 with **Bennett, Coleman & Co. Ltd., New Delhi**

Growth Path:

| | |
|-------------------|--|
| Feb'10 – Apr'11 | Executive (Sales & Market Development- TOI) |
| May'11 – Apr'13 | Officer (Sales & Market Development - TOI) |
| Apr'13 – May'15 | Senior Officer (Sales & Market Development- TOI) |
| Apr'15 – May'17 | Assistant Manager (Sales & Market Development - TOI) |
| May'17 – May 20 | Deputy Manager (Team handling CRM & Market Development - TOI) |
| May 20 – May 21 | Manager (Team handling, Salesforce activation, Digital execution, Mkt Development - TOI) |
| May 21- till date | Sr. Manager (Cluster Head – Indore Division Rajasthan Patrika) |

Key Result Areas:

Sr. Manager: (Cluster Head – Indore division Rajasthan Patrika)

- Scheme Planning and execution along with small pilot projects.
- Implementation training and activation of app based survey to all third parties and every day monitoring.
- Training module for new digital online platform launched- shift from paper to digital. (daily working app/ERP)
- Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.
- Network development and expansion.
- Barter tie with clients for all office related work in order to up the revenue and lessen the financial budget.
- Responsible for the overall performance of the cluster from revenue generation (up from 45% to 78% of precovid)
- Timely relocation and quarterly evaluation and manpower arrangements.
- CSR activities (Clean Indore, Safe Indore, Daana Pani) to promote the brand visibility.
- Administration with all PR engagements of the company.
- Operational activity including plant operation .newsprint and adherence of ABC.

As Manager: (The Times of India)

- Mapping of all RWA's and co-ordination on a single platform to run smooth door to door delivery.
- Activation of Salesforce and training module towards implementation in Delhi- NCR
- Recovering of lost market share during covid from 25% to 69% as on date.
- Training module for new digital online platform launched, IVR and Facebook enquires.
- Handling a team of 7 people.
- Handling of Grievances cell (CRM & channel Partners).
- Focus on recovery of lost reader and implementation of strategy at ground level.

- Co-ordination with heads of various dept for smooth functioning of customer acquisition.
- Planning and executing strategy to touch pre covid figures.
- Recovering market share of TOI through bulk, centralised tie ups with corporate (Café Coffee day, Chaayos, Lal path lab etc.)

Deputy Manager: (The Times of India)

- Engaged in setting Strategic Alliances with various institutions like Uber, Ola, Carnival cinemas, Tata, Hero Moto corps, to ensure brand visibility as well as market share.
- Handling of Grievances cell (CRM & channel Partners).
- Generating revenue for TOI through bulk sponsorship through various BTL activities.
- Constructing and presenting sales forecasts & competitive analyses; exploring business potential & opportunities to secure profitable business volumes.
- Training module for new joinees and interns.
- Handling a team of 7 people.

As Assistant Manager: (The Times of India)

- Generating revenue for ETIC edition by identifying prospective clients for advertisement; participating in the institutional sales of all products of Times Group that are made by various new clients like Indian Airlines, Apollo Hospital, Radisson Blue Hotel, Hotel Crown Plaza, Apollo & Escort Hospital to ensure brand visibility as well as market share
- Choosing the target market- Niche as well as Mass and positioning the product offerings accordingly; using product positioning to develop and manage overall brand communication; advertising by using different BTL activities like society events for the same; developing tactical marketing strategies to have strong brand communication across targeted market
- Organizing various kinds of events like Principal and Teacher's meeting, Bal Diwas, Times Cremica Cup and so on to engage & build customer relationship; engaging in various BTL activities like society events to engage consumers
- Constructing and presenting sales forecasts & competitive analyses; exploring business potential & opportunities to secure profitable business volumes
- Establishing and developing long-term client relationships by monitoring not only revenue activities but also service delivery as well as strategic opportunities for further development

As Senior Officer: (The Times of India)

- Developed distribution model which was profitable for both organization as well as distributors & ensured active flow of products, information as well as profit for South Delhi
- Engaged in setting Strategic Alliances with various institutions like Welcome Sheraton, Max Hospital, Svelte & Hilton Garden to ensure brand visibility as well as market share
- Managed Marketing Information System (MIS) by keeping a regular check on internal records & marketing intelligence to provide information about development in the marketing environment
- Enhanced organizational effectiveness by setting up appropriate marketing strategies; engaged in the development of the questionnaire, analysing focus market, conducting telephonic interviews, gathering & analysing data, testing assumptions, preparing reports, coordinating & organizing a focused team in the market sector, merging the data gathered as well as analysing the result output
- Conducted primary research about products through interview & question for new product development; implemented marketing plans for augmenting business volumes by enhancing brand visibility
- Delivered customized service solutions for the benefit of both clients as well as the organisation

As Officer: (The Times of India)

- Increased the reach & visibility of the products at various retail outlets vis-à-vis at other channels through innovative & profitable presentation of products thus maximizing profits of the organisation
- Coordinated with the Institutional Sales Team to generate bulk orders; ensured profitability throughout distribution chain for mutual benefits of organisation as well as distributors
- Developed new markets/channels (Non-Conventional Outlets) to increase the reach, visibility and the sales figures; appointed new business partners to promote product in the targeted market; interacted closely with the dealers to assist them in promoting products
- Collaborated with other departments (Press, operations, fulfilment, finance, product development and so on) to ensure the delivery of best services to the customers and the trade
- Generated bulk order through interaction with corporate and other sponsors for magazines and newspaper
- Monitored material movement & ordered processing in the market as per the requirements at each selling point

Highlights:

- Helped organization to change their organizational structure to achieve optimum productivity.
- Recognised as **Sales performer Pan India in October 21 during Covid.**
- Augmented the number of returning clients - 41 for the organisation which contributed in revenue generation
- Successfully launched various products of BCCL like Crest Edition, Speaking Tree, I-Diva, ET Wealth & Good Food Guide
- Played a key role in launching various magazine products of BCCL like FilmfareTamil, BBC Knowledge, Grazia, Top Gear, Lonely Planet, Hello Home Trends Filmfare, Femina Hindi Version as well as Food Guide
- Conceived strategies and coached Sales Teams for large prospect RFP's; drove incremental revenue of magazine by over 12 lakhs
- Revitalized capital edition of Times of Indiaby24 lakhs per day as well as achieved 2% growth in a declining category after 3years
- Took emerging brands and elevated them into leading, lucrative brands by establishing brand architecture, building marketing platforms and creating supportive marketing teams
- Revenue from Times Crest business rocketed by 7% in 6 months due to the roll-out of effective, audience-specific branding initiatives

Internship

- Internship from Capital Advertising, Gurgaon for 4 months
 - Account: Maruti Swift & Apollo Tyres
 - Project Title: Analysis of Automobile Sector and pitching presentation on Apollo Tyres

Technical Skills

- Proficient in MS Office, Windows and Internet.
- Salesforce management (CRM software)
- Working on SAP

Extracurricular Activities

- Elected as school captain in Class XII, Red Rose Senior Secondary.
- Appointed as house captain in school in class 8th in Little Angels High School
- Served as captain of college cricket team in Christian college, Lucknowin 2002-03

Academic Details

- PGDMM (Marketing) from Times School of Marketing (TCMS), in 2009
- M.Sc. in Mass Communication from Institute of Mass Communication, Lucknow University in 2006
- B.Sc. (Botany and Zoology) from Lucknow Christian College, Lucknow University in 2004
- 12th from Red Rose Senior secondary, CBSE Board in 2001
- 10th from Little Angels High School, CBSE Board in 1999

Personal Details

Date of Birth: 31st August, 1985
Languages Known: English & Hindi
Address: House No. 37/1228, First Floor, DDA Flats, Madangir- 110062, South Delhi.
Nationality: Indian
Marital Status: Married.