

## Babu Balan

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Seeking senior level assignment in Business Development / Channel management with a growth oriented organization of repute in Suitable Sector where my knowledge and experience can be well utilized

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### PROFESSIONAL SYNOPSIS

- ⤴ Highly energetic and Optimistic management professional having around 14 + years of experience in the field of Sales and Distribution spread across Sectors telecom & retail.
- ⤴ Dynamic and result oriented sales professional, believes in continuous development with rich experience and quantifiable achievements in strategic planning, financial management, world-class execution and business development.
- ⤴ Proven skills in managing teams, orchestrating them with corporate expectations and motivate them to achieve the business goals and personal goals expectations.
- ⤴ Significant experience in managing business operations, new launches, executing business plans for achieving profit and excels in managerial tasks.
- ⤴ Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills.

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### FUNCTIONAL RESPONSIBILITIES

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|------------------------------|--------------------------|------------------------|
| - Strategic Planning         | - Team Management        | - Customer Acquisition |
| - Channel Management         | - Business Development   | - Sales Promotion      |
| - Revenue Enhancement        | - Key Account Management | - New Market           |
| Development                  |                          |                        |
| - Budgeting                  | - Liaison / Coordination | - Material Planning    |
| - Product / Sales Promotions | - Brand Building         | - Distribution         |

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### PROFESSIONAL EXPERIENCE

RELIANCE JIO INFOCOM LTD

Since Nov'2018

*Manager – Sales & Distribution – Coimbatore EAST - JIO CENTER*

#### Key Highlights

- ⤴ 2<sup>nd</sup> JC to Achieve DAO CHAMPS contest in the month of JULY19
- ⤴ RANKED 9<sup>th</sup> MSL in SOUTH STAR CONTEST in the month of August19
- ⤴ 4<sup>th</sup> JC to Achieve 25k JIO phone sales in Diwali Offer in the Period of October – November19.

#### Job Profile

- ⤴ Heading **entire operations** of SALES and Distribution of Coimbatore EAST ⤴ Mentoring a team of 7 TEAM members Handling 1 JC town and 4 JP town.
- ⤴ Handling Modern TRADE stores Poorvika/Sangeetha Mobiles-8 outlets of JC.
- ⤴ Responsible for Company own JIO POINT stores Operations & Productivity
- ⤴ Responsible for 418 EnodeB sites across the territory
- ⤴ Ensure Distributor Profitability and Employee Engagement.
- ⤴ Excel in DRIVING NHQ/SHQ programs month on month.

**Idea Cellular Limited**

**Sep'2015 – Nov'2018**

**Area Sales Manager – Thoothukudi & Sivaganga/Pudukottai Districts.**

#### **Key Highlights**

- ⤴ **Awarded “NO : 1 ASM in KPI TOPPER TN ”-for the year 2017/18**
- ⤴ **Promoted as Manger–ASM Role from AM level**
- ⤴ **Maintaining Successive Spread and Width of Distribution ⤴ Moved SOGA from 8% to 18% in Pudukottai district.**
- ⤴ **Successfully Launched 4G Service in 80 Cities**
- ⤴ **Brought successive business in ICR town in 226 towers.**

#### **Job Profile**

- ⤴ Heading **entire operations** of Prepaid business for Thoothukudi District.
- ⤴ Mentoring a team of 7 TSMS.
- ⤴ Responsible for Net Adds, Incremental EOP Base, GADDs and Revenue – by proper distribution.
- ⤴ Outlet Expansion – Increase Width and Depth.
- ⤴ Increase 4G EOP base in all 4G towns thru Promoter Based activities.
- ⤴ Focus on Data Revenue, Unlimited Products and ARPU based customized recharges to customers.
- ⤴ Increase BTS Wise Productivity in LUT - ICR sites by working closely thru Rural Channels.
- ⤴ Identify Alternate Channels to Improve Gross Adds.
- ⤴ Responsible for SOGA/SONA thru Quality Gross and improve CMS & RMS.
- ⤴ Ensure Distributor Profitability and Employee Engagement.

**Idea Cellular Limited.**

**Since Feb'2010 –Sep2015**

**Territory Sales Manager – Coimbatore/Salem**

#### **Key Highlights**

- ⤴ **Awarded “Excellence Award in Tamilnadu”-for the year 2010**
- ⤴ **Award winner for New Initiatives for the year of 2010**
- ⤴ **Promoted As Assistant Manager from Senior Executive Level**

#### **Job Profile**

- ⤴ Responsible for Distribution in Assigned Territory
- ⤴ Handling & Guiding DSE's of Distributors for Achieving Distributor Targets to Ensure Profitability ⤴ Take business decisions pertaining to the Territory handled in concurrence with the Top level.
- ⤴ Coordinating with marketing for budgets and executing the activities for improving data and Brand Visibility
  - ⤴ Ensuring CAF Pendency is nil

**Reliance Communications.**

**From Jan2008 to Feb'10**

**Channel Sales Manager- Salem/Namakkal/Krishnagiri/Dharmapuri**

**Job Profile**

- ⤴ Handling CDMA & GSM business in Salem, Namakal, Dharmapuri & Krishnagiri Towns.
- ⤴ Responsible for CDMA Handset billing ,Placements & selling
- ⤴ Handling team of Distributor FOS & RSE 5 no's in Dharmapuri District to improve Fixed Wireless Phones
- ⤴ To Improve Gross additions, Revenue, and ensure positive adds **Highlights**

- ⤴ Excel in GSM launches
- ⤴ **Consistently growing in CDMA revenue both in tertiary and billing for the last 6 months**
- ⤴ **Done Highest CDMA Handset Sales in Dharmapuri in 2007 April with help of 501 offer**
- ⤴ Done highest Single day GSM Activations 1038 nos in Dharmapuri in August2009

**Bharti Airtel Services Limited- Mobility**

**From Jan'2007 – Dec'2008**

**Rural Sales officer, Prepaid Distribution – Coimbatore**

**Job Profile**

- ⤴ Handling Rural prepaid Distributors of Coimbatore Upcountry
- ⤴ Responsible for New Rural Distributors Appointed & New Rural Distributor Appointments
- ⤴ Responsible for New Towns planning & Launches in Coimbatore upcountry.

**Highlights**

- ⤴ **Scouted and appointed 23 rural distributors in Coimbatore Upcountry.**
- ⤴ **Launched 18 new Towns in Single month.**
- ⤴ **Highest New Outlet Expansion in the month of August2008**

**Tharun Communications – Airtel Postpaid Channel**

**From Feb '04 –Jan '07**

**Team Leader – Postpaid Retail Sales**

**Job Profile**

- ⤴ Responsible for Postpaid Retail Postpaid and SME Postpaid Connections for the Channel
- ⤴ To recruit Sales Executives and Appoint Telesales as per requirement.
- ⤴ Train/Motivate the Sales Team and generate prospects and sales.
- ⤴ Ensure proper Daily Reports are maintained and reviewed.
- ⤴ To ensure & achieve the Channel gross Monthly targets.
- ⤴ Rolling out Sales Executives Monthly incentive and Guide them to Achieve monthly incentives

**Highlights**

- ⤴ **Done Highest Sales 208 Activations in the Single month As Sales Executive – March 2005**
- ⤴ **Promoted As TL from Sales Executive level in the channel**
- ⤴ **Promoted to Bharti Airtel Roles from Channel role**

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**EDUCATIONAL QUALIFICATION**

- ▲ MBA from Tamilnadu University – Distance Education
- ▲ BCA from Tamilnadu University

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**PERSONAL INFORMATION**

Date of Birth : 23<sup>rd</sup> July 1982  
Marital Status : Married  
Linguistic Abilities: Tamil, English & Telugu

**Interest & Activities**

- ▲ Travelling & Photography
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