



# PRANJYOTI SAIKIA - Growth Catalyst | Business Expansion Leader

*A versatile & accomplished professional with 15 years of experience & skills in Sales & Marketing, Business Development, Channel Management, Key Account Management & Business Relationship Management across Telecom & Satellite television industries; targeting strategic roles in Sales, Marketing, Business Development & Strategic Business Planning with organizations of repute across industries for mutual growth in North-East India or PAN India*

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## Key Impact Areas

**Business Expansion, Strategy & Execution**

**Strategic Sales Planning & Alliances**

**Revenue Generation & Profit Center Operations**

**People Management & Leadership**

**Distribution & Channel Management**

**Go-To- Market Strategies**

**Business Development**

**Competitive Mapping & Analysis**

**Customer Relationship Management**

**Key Account Management**

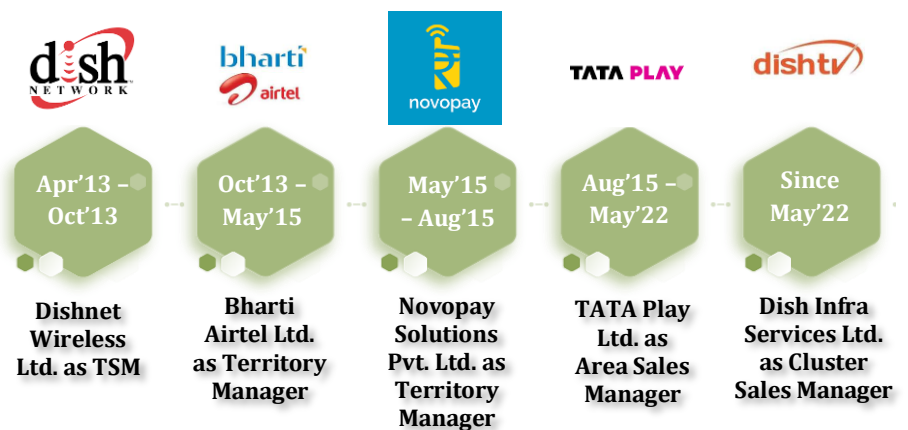
## Profile Summary

- Key strategist & implementer with proficiency in translating business vision and strategy into operational tactics; **experienced** in all aspects of **Sales & Marketing, Channel Management and Key Account Management/Portfolio Management, and Business Development**
- Consistently increased revenue, profits, productivity by focusing** on new business generation, customer retention and establishing relationships; Successfully leading Sales Team while administrating **over INR 84 Cr. revenue** to develop business
- Growth Facilitator with impressive success** in setting the vision, direction & strategic plan for developing business, driving sales and amplifying business margin through long-term planning
- Enhanced market share of the organization by establishing** strategic alliances & tie-ups with key decision-makers
- Strong business insight in defining **channel marketing strategy**, including development of channel/ distribution marketing activities in accordance with overall business objectives; identifying & developing channel partners for achieving business volumes consistently & profitably
- Experience in **Target Management** involving monitoring of targets in volumes and motivating the team members to achieve targets for the region; resulted in reducing TAT and ensuring quick response
- Leveraged industry knowledge** to promote key intermediary satisfaction, leading to client retention and organic growth
- Fostered lasting relationships and promoted organic growth** with distribution intermediaries through value-added strategic analyses and execution of consultative solutions
- Positioned business growth** through Go-to-Market planning, pipeline generation, financial performance, and revenue generation

## Awards & Accolades

- Awarded:**
  - Best TSM Award in terms of dealer penetration above national level
  - Best TSM in Track Your Tower (TYT), a national contest in distribution
  - Best Executive for two quarters consecutively in entire Pune region
- Qualified for National Contests:**
  - Race to Bali in 2009 and won a trip to Bali
  - Dash to Phuket in 2010 and won a trip to Phuket
- Established Bharti Airtel brand** in length & breath by distribution expansion of **Rural market in sibsagar & Golaghat district**
- Won a trip to **Kuala Lumpur** for conducting **outstanding work** in the region

## Career Timeline (Latest 5)





## Work Experience

Since May'22 with Dish Infra Services Ltd. – Dish TV as Cluster Sales Manager

### Significant Achievements:

- Demonstrated proven success while expanding Distribution across territory for better reach & service
- Successfully drove and built strong Sales Team as per market needs and ensured Business growth in all KPIs
- Proven track record of supervising & evaluating team performance periodically & led from front while achieving common goal
- Identified potential opportunity in market by adopting GTM strategies
- Acknowledged for developing schemes as per CPA set by organization

Aug'15 – May'22 with TATA Play Ltd. as Area Sales Manager

### Key Result Areas:

- Spearheading P&L for Business Line, Sustainable Revenue Growth Canvas, accountable for developing business management strategies and objectives that tend to grow topline business revenue **across Kamrup(R), Upper Assam & North bank , Nagaland & AP**
- Implementing business plans & strategies to promote attainment of Business Growth with team of **8 ASM / ASE, 2 RSO, 30+ Promoters, 70+ DS & over 3500 Dealers** for product range including **DTH STB , Watcho (OTT), BSP, Zing Digital FTA**
- Directing and successfully leading team to manage annual turnover of INR 84 Cr. annually in terms of revenue
- Conducting recruitment, training and development programs for required area's
- Formulating & implementing business plan for target & goal setting, marketing & sales budget, P&L, KPI's and new business development
- Building strong administration across the regions for strong customer relationship
- Steering activities inclusive of managing budgets, sales forecasts & reports accordingly as per business plans & requirements to achieve sales & enhance business revenue
- Cultivating relationship of mutual cooperation and respect for organizational benefit with various stakeholders
- Exploring potential business avenues & managing marketing & sales operations for achieving the business targets; initiating market development GTM efforts and increasing business growth
- Appointing & Driving Sales Distributors, Dealer & coaching all for better understanding of business as per organization needs
- Organizing and implementing new product launches with distributors, tracking and addressing sales performances
- Responding to emerging competitive threats, directing the product and service launch process into the channel including product and service forecasts and partner training
- Categorizing most appropriate sales channels to sell company products and services by developing a methodology to determine the best routes-to-market
- Developing and deploying quarterly and annual plans, programs and policies for Sales Managers; leading initiatives such as budget preparation, forecasting of sales targets, and so on

### Significant Achievement:

- Demonstrated proven success while spearheading **7 On role ASI & (58 DSRs,110 DSEs,27 RPs) & 108( 78 Trade,20 NT,10 H2H)** in **Upper Assam, Nagaland & Tripura(28 districts)** and successfully led the business volume of **INR 13 Cr. per month**
- Bagged **“TOP GUN Winner”** with a trip to **Switzerland and Germany** on winning the **TOP-gun Tata Sky National Contest**
- Conferred with **“Best ASI-East H1 Award”** in **April'19 & Sep'19**
- Received **“Best ASI”** for FY 2020-21 for **NE Circle** at regional R&R level



## Previous Experience

May'15 – Aug'15 with Novopay Solutions Pvt. Ltd. as Territory Manager – Jorhat

Oct'13 – May'15 with Bharti Airtel Ltd. as Territory Manager – Barpeta

Apr'13 – Oct'13 with Dishnet Wireless Ltd. as Territory Sales Manager – Jorhat

Mar'12 – Mar'13 with Vodafone Spacetel Ltd. as Channel Sales Manager – Barpeta

Dec'11 – Mar'11 with Reliance Communication Ltd. as Assistant Manager – Tinsukia

May'08 – Dec'11 with Bharti Airtel Ltd. as Territory Manager – Sivasagar & Golaghat



## Academic Details



**MBA in Sales & Marketing,**  
from Suryadutta B-school, Pune  
in 2007



**MMM,** from Pune University in  
2007

## Personal Details

**Date of Birth:** 1<sup>st</sup> January 1985  
**Current Address:** Madhab Niwas, Juripara, Panjabari Road, Guwahati – 781 022  
**Languages Known:** English, Hindi, & Assamese  
**Marital Status:** Married