

## **VIJAYANT KUMAR SINHA**

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### **PROFESSIONAL PROFILE**



An astute leader with experience across Telecommunication, Car Care products, Synthetic Lubricants, Retail and E-Commerce & Distribution of Mobile Handsets. Expert in optimally positioning products for maximum revenue and market share growth. A demonstrated history of leading and guiding teams to exceed revenue and organizational goals. Well versed in establishing strategic plans and translating them into ground level execution. Recognized for a collaborative leadership style and the ability to build consensus among executive teams and stakeholders.

### **SKILL**

New Business Development	P&L Management
Strategic Planning	Operations Management
Key Account Management	Turnaround & High-Growth Strategies
Customer Relationship Management	Staff Training & Development
Business Negotiations	Budgeting & Forecasting

### **JOB DESCRIPTION**

#### **SAMSUNG (SPD)-AREA SALES MANAGER (PURNIA, BIHAR)**

(DEC'22 TILL DATE)

- Handling a large team of Sales Officers, SECs & Merchandisers
- Handling Mobile Phones, Tablets & Accessories.
- Increasing the Depth & Width of distribution.
- Responsible for merchandising footprints like shop fixtures & Signage's of Samsung.
- Appointment of Market Developing Distributors.
- Handling a business of 100 Cr per annum.

#### **CASH KARO.COM – AREA MANAGER (WEST BENGAL, ASSAM & N.E)**

(JUNE 21 To Nov'22)

- Handling affiliate business of companies.
- Appointing Network Sales Executives and Associates.
- Handling online business of [Amazon Pay](#), Angel services and Kotak Mahindra Bank, Axis Bank Credit Card.
- Handling Offline business of Amazon and Flipkart through new Cash Karo Stores (CKS).
- Handling team of Executives-West Bengal, Orissa & North East.
- Appointing Franchisees for Cash Karo Business (Jupiter, Axis Flipkart card, IDFC card and Money View)

**TATA TELESERVICES LTD- CHANNEL SALES MANAGER,  
KOLKATA (MARCH 2010 To JULY'2019)**

- Grew revenue of Rs 85 Lac from 60 Lakhs and 3000 activations from 1400..
- Tower profitability-Took 35 towers out of Low Utilization.
- Done highest handset primary of 14000 & 34000 act in Maharashtra in 2010-11.
- Participated in Net Acquisition Cost meeting.
- Handled a team of 50 Team members.
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**SISTEMA SHYAM TELESERVICES LTD(MTS)-SENIOR SPECIALIST SALES  
MUMBAI (AUG'2009-FEB'2010)**

- Mapping of the territory.
- Handled a retail base of 1000 outlets from scratch.
- Appointed 2 distributors and 2 Brand Retail Shop.
- Handled a large team of executives and merchandising team.

**IDEA CELLULAR LTD- ASST. MANAGER-PREPAID SALES  
MUMBAI (MAY'08-JULY'09)**

- Increased recharge outlets from 225 to 300 in Vasai, Mumbai.
  - Increased the activations from 950 to 1985.
- Increasing the recharge business from 54 Lac to 76 Lac.

**RELIANCE COMMUNICATIONS- ASST. MANAGER- SALES (PREPAID DISTRIBUTION)AURANGABAD (JUNE'07-APRIL'08)**

- Activations(OTAF)-2500 per month & 2000 handsets per month.
- Took recharge business from 40 lakhs 60 Lakhs per month.
- Increasing the no of handset & recharge selling outlets from 300 to 380.
- Appointing new distributors (New town development)-10 Distributors in Aurangabad.
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**COFFEE DAY (XPRESS DIVISION).BUSINESS DEVELOPMENT MANAGER-MAHARSHTRA & GUJRAT  
(DEC'06-MAY'07)**

- Signing LOI for High Street and corporate Kiosks for Xpress Model.
- Dealing with IRCTC for Xpress Kiosks in Western Region Railway Stations.
- Dealing with IOC Fuel Stations for Xpress Kiosks at Strategic Locations .
- Co-ordinating with Marketing, Food & Beverage and Finance department for visibility, quality and Profitability of our Xpress Model.
- Negotiations of Rent and minimum commitment from corporates-Like Azzure Call centre and HDFC Bank, Cadilla Pharma with minimum 4 lakhs per month assurance..

**VALVOLINE CUMMINS LTD., SALES EXECUTIVE SEGMENT IN CHARGE-CAR CARE PRODUCTS  
MUMBAI & MAHARASHTRA (APRIL'03-NOV'06)**

- 100% growth YOY between 2003-2006.
- Added 10 distributors in Maharashtra & Mumbai
- Sales Forecasting , Making Sales Plan & Indenting & Import Projections.
- Product Launches/Promotions-Participated in auto show and Tata Racing in Pune.
- Handled 3 depots and more than 60 SKUs in Maharashtra.
- Handled a large team of sales professionals
- Participated in Annual Operative Plan (AOP) discussions.

## **SIGNIFICANT ACHIEVEMENT:**

- **Certificate for the National SIP contest for Nov & Dec'2017.**
- **HiFlier Award for Best Performance in 2 Parameters for Dec'2017.**
- **AOP award for Business Synopsis Q1 for FY2016-17 at Jamshedpur.**
- **AOP award for Business Synopsis for FY 2015-16 at Gaya Meet.**
- **Certificate for best performance TTL Hi-Flier for 8 times and On the spot Award 2 times for FY 2015-16.**
- **Runners up for the best CSM of Eastern Region in TTSL (1<sup>st</sup> Eastern Premiere League)for FY 2013-14.**
- **Certificate for National Level M2 program "BALI BLAZE" FOR FY 2013-14.**
- **Certificate for the HallaBol contest "BANGKOK TRIP" for the Year 2013.**
- **Spotlight Award for the month of Oct'13 in TTL for FY 13-14.**
- **Acknowledged the best performer (UMTD) Award in Sept'10 and Star of the Month award for the month of April'11 IN TTML.**
- **Rated as G5 HP performer for the FY 2010-11 IN TTML.**

## **I T SKILLS**

- Well versed with Internet & MS Office.

## **ACADEMIC QUALIFICATION**

- 2001 – 2003 Master of Business Administration, Aurangabad. Specialization – Marketing 76%

## **TRAININGS ATTENDED**

- Outbound Team Building at Empower activity camp at Kolard on 6<sup>th</sup> June'10.
- Sales Excellence Strikers at H.O New Delhi by APTECH on 3<sup>rd</sup>& 4<sup>th</sup> March'04 "Personal Empowerment and Effectiveness" at Matheran by NIS Sparta on 16<sup>th</sup> to 18<sup>th</sup> July 05.
- Iginite the spark within at Pune in Feb'12.
- "SUCCESS" by Team Results in Feb'08 at Nasik.

## **PERSONAL DETAILS**

- Date of Birth 30<sup>th</sup> September, 1975
- Languages Known Hindi, English
- Marital Status Married
- Permanent Address C/O P.N. Sinha , House No-260,Sai Kripa  
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- Reference On request:

DATE

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