

# RAMDEV PARAS

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## JOB OBJECTIVE

To be part of the team that helps in achieving the organization's success and where organization can capitalize on my current skills and qualifications while offering opportunities for continued career growth.

## SUMMARY

### **SKILLS SET**

- ✓ Demonstrations
- ✓ Sales Strategy
- ✓ Inventory Management
- ✓ Recruitment & Training
- ✓ New Product Development
- ✓ Vendor Development
- ✓ Team Handling
- ✓ Supply Chain Operations

- ✓ A competent professional with **nearly 14 years** of experience in Sales & Marketing.
- ✓ Building Brand name amongst all kind of customers including corporate and individual clients.
- ✓ Prospecting new business from the assigned areas.
- ✓ Expertise in Handling customer queries and complaints.
- ✓ Interpersonal, analytical & negotiation skills with strong organizational and team building abilities.
- ✓ Innovative thinker with broad-based expertise in Strategic Planning, Finance & Business Development.
- ✓ Exceptionally well organised with a track record that demonstrates self motivation, creativity, and initiative to achieve both personal & corporate goals.

## AREAS OF EXPOSURE

### **Channel Development**

- ✓ Appointment of channel partners as per business requirements and market size.
- ✓ Continual meeting with channel Partners for sales enhancement.
- ✓ Touring for New Product development on periodical basis.
- ✓ Managing the sales follow ups in recurrently basis with the customer.
- ✓ Giving new Dealers for the targeted Political states.

## ORGANISATIONAL DETAILS

**Since 16<sup>th</sup> December 2019 to till now as Manager with ARS Steels (Chennai) handling Andhra Pradesh.**

### **ARS STEEL**

ARS Steel was established with the objective of building long term profitable and mutually valued partnerships with stakeholders. Known for its unique distribution network and the best quality TMT Bars, ARS is a brand with the largest steel plants in South India. ARS TMT Bars are widely supplied across South India through its authorized network of distributors.

It is the result of ARS strong focus on customer-centric products, quality, persistence and determination that it continues to be a global leader in the Steel and Metal sector. ARS TMT Bars are widely lauded for their exceptional strength, wear resistance, ductility and ferrous resistance.

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## Responsibilities

- ✓ Handling Andhra Pradesh and Telangana State's whole business (Distribution and Project).
- ✓ Evaluation of Team Competency, Decision Making and Monitoring System.
- ✓ Handling "Distribution", "Direct Dealers" and "Hub & Spoke" model of sales.
- ✓ Acquire "Project" customers.
- ✓ Timely material dispatch and delivery system.
- ✓ Responsible for timely payment collection.
- ✓ Ensuring full use of Branding (In-shop Branding, Wall Painting, Influencer Meet, Radio Jingles, TV Videos, and Movie Theatres Videos).
- ✓ Providing proper sales and marketing training to team.
- ✓ Hiring of team as per business size.

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**Since 7<sup>th</sup> January 2019 to till 15 December 2019 as Manager with  
Jio Fiber.**

## Jio Fiber

Jio GigaFiber is Jio's broadband offering for your homes. The service uses the Fiber technology to offer high speed internet to homes. Jio says that its fiber-to-the-home (FTTH) broadband service will be an all-in-one solution offering a bundle of services which would include broadband, IPTV, landline, smart home solutions and more. Reliance Jio has pilot-tested GigaFiber in New Delhi and Mumbai and many more cities in India, providing 100 gigabytes (GB) of data at 100 megabytes per second (mbps) for free, except for the Rs 4,500 one-time deposit for a router. Reliance Jio unveiled broadband service GigaFiber in August 2018.

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## Responsibilities

- ✓ Handling team of 15 member including construction planning sales and customer service
- ✓ Building permission (Gated society, CR RFS building, near RFS MDU) acquired.
- ✓ Ensure building is RFS as per committed timelines to customer with due coordination with construction
- ✓ Acquire customers
- ✓ On-board and operational channels for acquisitions.
- ✓ Acquire micro SMB customer as per target
- ✓ Ensure customer satisfaction through Home connect SLA delivery.
- ✓ Ensure customer satisfaction through Home care SLA delivery.
- ✓ Achieve Sales and Home connects manpower productivity.

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**Since JULY 2016 to 30<sup>th</sup> December 2018 as Deputy Manager with  
Dish Infra Services Pvt. Ltd.**

## Dish Infra Services Pvt. Ltd.

Asia's largest Direct to Home Entertainment Company DishTV is the pioneer when it comes to digital entertainment. A division of Zee Entertainment Enterprises, the innovative offerings and revolutionary features of DishTV have earned it a prestigious place of being World's third largest DTH Company.

DishTV, the only Direct to Home Entertainment Company that serves its customers with a passion, always endeavours to offer its customers with exceptional picture quality, stereophonic sound along with unmatched services. Believing in the quote "Best choices come with best rewards", the brand offers the finest to its customers with its best-in-class technology and infrastructure.

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## Responsibilities

- ✓ Acquiring the right quality customers, paying monthly recharge.
- ✓ Ensuring availability, expansion of recharge, EPRS distribution and maximization of transaction outlets.
- ✓ Proper billing and stocking at retail point.
- ✓ Ensuring sales targets achievements.
- ✓ Timely clearance of Credit Notes of Dealers and Distributors.
- ✓ Proper display of POP Material and ensuring visibility at outlets.
- ✓ FOS Management (Beat Plan/ Journey Cycle)
- ✓ Hiring of promoters to ensure manning as per approved numbers.
- ✓ Day to day supervision of promoters.
- ✓ Training of promoters and handling them to improve performance.

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**Since SEPTEMBER 2013 to June 2016 as Assistant Manager with  
Bharti Airtel Ltd.**

## Bharti Airtel Ltd.

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, **DTH**, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharti Airtel had nearly 287 million customers across its operations at the end of Dec 2013.

If we talk about DTH, the magical experience of digital entertainment is with airtel. From DVD quality picture and sound, the best and widest variety of channels and programmes to the best on-demand content on airtel Live, TV viewing experience change forever with digital TV from airtel.

## Responsibilities

- ✓ Responsible for continuous growth in customer base by adding new customers.
- ✓ Responsible for achieving sales and collection targets.
- ✓ Responsible to increase HD and long duration scheme sales which is important to increase revenue.
- ✓ Recharge availability is most important part to continue a customer. It can only be happen by increasing dealers in market.
- ✓ Responsible for Churn Management (Controlling over Churn and Suspended customers).
- ✓ Responsible for competition analysis bytheir schemes and offers.
- ✓ Responsible to co-ordinate in service related issues.
- ✓ Handling sales and service teams from local distributors and RSOs from company.

## Achievements

- ✓ Received Best TSM award from company **CEO** in HONG KONG.

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**Since September 2012 till September 2013 Area Head  
Videocon D2H (Bharat Business Channel Limited)**

## Videocon D2H

Videocon d2h, the DTH arm of Videocon group is the fastest growing DTH service provider in India. Videocon d2h has 400+ Channels and Services on its platform. It uses MPEG – 4 DVBS -2 technologies. Videocon d2h has been awarded the 4th most successful brand launch of the year 2009 across all product categories in the Brand Derby survey carried out by Business Standard. Along with HD, subscribers will also be able to enjoy 3D content and experience the new world of television entertainment on our HD-Digital Video Recorder with 3D. Videocon's

Satellite DVD was also awarded the Product of the Year (POY) 2010 Award. Company's vision is to be a DTH category innovator with most advanced products and services and mission is to strive towards making brand Videocon d2h, the highest top of the mind recall in the DTH category with strongest brand equity and most satisfied customer base.

### **Responsibilities**

- ✓ Responsible to enhance the new customers.
- ✓ Responsible for achieving sales and collection targets.
- ✓ Responsible for achieving recharge targets (EPRS Burning Amount to be added in Collection Achievement).
- ✓ Responsible for network planning (Active Recharge Terminals).
- ✓ Responsible for Churn Management (Control over Churning and Suspension).
- ✓ Responsible for competition analysis and extraction reports.
- ✓ Responsible to co-ordinate in service related issues.

**Since MARCH 2011 – SEPTEMBER 2013 as a Territory Manager  
MVL TELECOM LTD. (A MEDIA Group Company)**

## **MVL TELECOM LTD.**

With the vision "To become India's leading mobile handsets company and becoming the most admired brand in this domain", company started its handset division. To deliver products that combine targeted features, credible quality, dependable after-sales service and great value for money in order to achieve highest level of customer acceptance.

MVL Telecom is led by a strong team of professionals who believe in constant innovation and possess unmatched leadership acumen. The company has grown by leaps and bounds in a small period of time owing to the joint focus and able guidance of the management team. The management team aims at delivering products that meet the needs, the aspirations and the spirit of the youth of today thereby establishing the brand as a name to reckon with in the communication industry.

### **Responsibilities**

- ✓ Prospecting new business from the assigned areas.
- ✓ Responsible for enhance the channel development.
- ✓ Responsible for achieving sales targets.
- ✓ Responsible for sales calls, sales meeting & demonstration of product.
- ✓ Responsible for the sale of product mix.
- ✓ Responsible to increase ASP (Average Selling Price) by selling high end models of handsets.

**Since OCTOBER 2010- MARCH 2011 as a TERRITORY SALES OFFICER  
LAVA INTERNATIONAL LTD. (TELECOM INDUSTRY)**

## **LAVA INTERNATIONAL LTD.**

"Get the Power in Your Hand".

With this motto as its guiding principle, LAVA has embarked on an ambitious journey of empowering every human with quality innovative products at an affordable price.

With a distinguished management having an excellent industry track record and a highly motivated team, Lava plans to enter the mobile handset ecosystem. The company aspires to be a leading player in the mobile handsets ecosystem by offering customers with a unique value proposition and in turn create immense value for its stakeholders

The company aims to carve a unique niche for itself by focusing on Innovation in every field namely Product, After-Sales Service and Distribution. The company aspires to become one of the strongest brands in the Telecom sector by offering the customer with a unique proposition unmatched by any other player in the industry.

## Responsibilities

- ✓ Prospecting new business from the assigned areas.
- ✓ Responsible for enhance the channel development.
- ✓ Responsible for achieving sales targets.
- ✓ Responsible for sales calls, sales meeting & demonstration of product.
- ✓ Handling sales and distribution.
- ✓ Meet with client's to fulfil their requirements.
- ✓ Training to staff as well as to customers.
- ✓ Increase sales in number as well as in revenue.
- ✓ Handling FOS of Distributors.

## Achievements

- ✓ Recognised as Best TSM Nationally for launching and selling of new handset model A10.

**Since SEPTEMBER 2009- SEPTEMBER 2010BHALLA BUSINESS AND EDUCATION CENTRE  
(HP DEALER& AUTHORISED SERVICE STATION)**

HP is a technology company that operates in more than 170 countries around the world. HP explores how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. HP applies new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way our customers live and work.

## Responsibilities

- ✓ Responsible for sales calls, payments collection, sales meeting & demonstration of product.
- ✓ Searching for new business possibilities.
- ✓ Handling sales and distribution.
- ✓ Meet with client's to fulfil their requirements.
- ✓ Responsible for Service related calls (Managing service team).

**Since JUNE 2004 to MAY 2006  
BHALLA BUSINESS AND EDUCATION CENTRE (HP DEALER& AUTHORISED SERVICE STATION)**

Work as a Sales Officer at "BHALLA BUSINESS AND EDUCATION CENTRE" at Haridwar.

## Responsibilities

- ✓ Selling computers, Laptops and Printers through demonstration and personal meetings.
- ✓ Getting tie-ups for AMC (Annual Maintenance Contract).
- ✓ Responsible for service related issues.

## **ACADEMIC CIRCLES**

- ✓ Completed **MCA** with First Division from NICE MANAGEMENT COLLEGE (NMC) Meerut Approved by AICTE; HRD Ministry, Govt. of India, New Delhi & Affiliated to **U.P. Technical University**, Lucknow.
- ✓ Completed **BCA** with First Division from OMKARANANDA INSTITUTE OF MANAGEMENT AND TECHNOLOGY (OIMT) Rishikesh Approved by AICTE; HRD Ministry, Govt. of India, New Delhi & Affiliated to **H.N.B. Garhwal University**, Srinagar (Uttarakhand).

**PERSONAL DETAILS**

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**Date of Birth** : 04 JULY 1984  
**Permanent Address** : Village - Bhadrabad, Haridwar  
**Father Name** : Shri Dinesh Kumar  
**Marital status** : Married  
**District** : Haridwar  
**State** : Uttrakhand

**DATE:**

**(Ramdev Paras)**