

Prameet Barua

Bengaluru | prameet.barua19@iimranchi.ac.in | 9678186866

I am a competent and determined sales and marketing professional with experience in driving sales growth and overseeing teams in Telecom, B2B Internet Marketing and Automobiles. I am a responsible and results-oriented professional with a drive to deliver quality work.

SKILLS

Sales and Marketing: Market Analysis, Sales Execution, Leadership, Relationship Building

EXPERIENCE

INDIAMART

BENGALURU, INDIA (5 months)

Business Manager – Client Servicing Division

Nov'22 - Present

- Managed a team of 8 sales executives and 2 team leaders accountable for accurately planning, forecasting and achieving monthly client retention and revenue targets from the assigned set of 1000+ clients.
- Achieved the highest PCR for Feb'23 among all Bengaluru branches with 31% jump in collection.
- Ensured hiring, training and retention of team with formulation of their developmental plan and training needs.
- Provided consultation to clients by offering and upselling better digital marketing solutions for enhanced promotion, visibility and generation of buyleads and business enquiries directly from buyers at the online marketplace.

BHARTI AIRTEL LTD.

GUWAHATI, INDIA (16 months)

Area Manager, Mass Retail

Jul'21 – Apr'22

- Managed a team of 4 TSMs, 16 sales executives and 14 distributors contributing to an overall business of 19.6 Million tertiary via 357 retail outlets.
- Launched 7 new sites as per norms from company and worked towards driving the sites profitable in 2 months.
- Strengthened the sales and distribution channel by increasing the LSO outlets and rightsizing distributors .
- Developing monthly strategies to increase the revenue and customer share by analysing multiple reports and working with sales data to come up with data driven insights to improve performance and productivity.
- Collaborating with multiple cross-functional teams such as marketing communication, customer service, DTH and Payments Bank to deliver business KPIs.

Area Manager, Direct To Customer (DTC)

May'22 – Oct'22

- Managed a team of 4 SMs, 2 BDMs, 1 Broadband TSM, 36 XFEs & 16 CROs contributing to an overall postpaid base of 1.2 Lac users.
- Tracking monthly sales from Airtel Own Retail (AOR) stores by ensuring manpower performance and productivity, leads conversion and review meetings.
- Developing monthly strategies to increase the revenue and market share by analysing multiple reports and working with company and self-assigned leads to come up with data driven insights to improve performance.

- Driving daily postpaid walk-ins conversion from AORs and broadband sales from launch and relaunch activities in high feasibility areas.

TATA MOTORS LTD.

JAMSHEDPUR, INDIA (22 months)

Manager, Production - Transmission

Aug'17 – Jun'19

- Spearheaded a team of 250 employees streamlining their performance to achieve targets.
- Adherence to 100% SPD and Zero Line Stoppage to ensure high output of gearbox and spares for meeting the demand generated from monthly sales target of trucks.
- Contributed in an SPS Project on “Reduction in Synchro Ring Failures” with purpose of minimising IPTV by 40%.
- Accomplished Measurement of Performance of 421 beyond target of 400 in line.
- Minimized Cost of Quality by upto 30% and Rework losses by upto 50%.
- Developed a Technical training & Skill development module helping 210 trainees.
- Incorporated into various Cross Functional Teams aiming at productivity maximisation and cost minimisation.

EDUCATION

| Education | Completion Year | Institution | Score |
|-----------|-----------------|--|---------|
| Class X | 2011 | Marias Public School | 85.5% |
| Class XII | 2013 | Gurukul Grammar Senior Secondary School | 87.2% |
| B.Tech | 2017 | National Institute of Technology Silchar | 7.35/10 |
| MBA | 2021 | Indian Institute of Management, Ranchi | 6.12/10 |

INTERNSHIPS

- ONGC, Kolkata (2016) – Associated with a project on Review of Rotating Equipments in Drilling Rig.
- JCB, Guwahati (2016) – Associated with a project on working principle and applications of JCB Backhoe Loaders.
- Deskhub, Guwahati (2020) – Developed Go-to-market strategy for all the business verticals of the admin management firm, designed a business expansion strategy in newer verticals to venture into and also devised product ratingwise comparison model maximising revenues in May upto Rs.15 Lacs.

EXTRA - CURRICULAR ACHIEVEMENTS

- Secured Runners-up position at the City Final of Mahindra AutoQuotient at NIT Silchar in 2014.
 - Certification of Excellence from TouchScreenBotix conducted by RCAI, US at NIT Silchar in 2014.
 - Organising member of Wheels – 2019, an annual cultural fest conducted by GET Club, Tata Motors.
 - Volunteered in Unnat Bharat Abhiyaan: Worked in Water Conservation team benefiting 117 villagers in 2019.
 - Campus Finalist, DCM Shriram – FutureON Operations Case Study Competition at IIM Ranchi in 2020.
 - Contributed as Member, Operations team, RADIX 6.0 – Annual Business Conclave at IIM Ranchi in 2020.
 - Contributed as Member, Sponsorship team, RUSH 5.0 – Cultural and Sports Fest at IIM Ranchi in 2020.
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