

LOKESH CHAWLA

Date of Birth :- 08/11/1984

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PROFILE SUMMARY

- A Competent professional with over **13+ Years** of experience from **FORE School of Management** - with pioneering expertise in the domain of Marketing Strategy, Business Operations, Key Account Management, Distribution, Modern Trade , Channel Sales Management, Product Management & Project Management.
- Currently working as **Cluster Sales Head – Upper North – Radio Mirchi (TIMES of INDIA Group)**

CORE COMPETENCIES

Strategic Planning & Execution
Distribution Management
Sales & Business Development

Retail Operations
Key Account Management
Team Management

Channel Management
Product Management
Project Management

ORGANIZATIONAL EXPERIENCE

Sep' 2019 – till date

RADIO MIRCHI (Times Group)

Cluster Sales Head – Group Head

- Sales & Business Sales Head for Radio Mirchi – Upper North (Punjab, HP, Jammu, Kashmir & Srinagar) market with an Overall market Size of 25 Cr that has multiple Products – FCT, MA, MMS, OAPs & Concerts
- Business Portfolio includes Profitability of all 7 Stations with a Team Size includes – 4 Station / Sales Heads, 13 AMs, Programming Head & Creative Brand Solution Team.
- Sales Approach includes Understanding Client Need, Suggesting New Opportunities & thereby designing Advertising & Marketing Strategy Campaign for Clients in collaboration with Brand Solution team & finally to ensure the Digital Solutions for Brands.
- Working Closely with Govt. Departments for campaigns to have better Brand Visibility, Amplification & Generate Awareness.
- Ensuring Basic Sales Hygiene & Discipline with Timely Reviews, Sales Meets, R&R Programs.

Sep' 2017 – Sep' 19

Reliance Jio Infocomm Ltd.

Sr. Manager – State Lead – Jio Point Business

- Vertical Business Head for Jio Point Retail Business - Handling Annual Business Volume of 25 Cr which includes all Products Handsets, Device, Jio-Fi, Recharge & Sim Activations through Distribution & Retail Channels
- Ensuring Distributor ROI , UAO Participation , Site Wise Retailer development thereby ensuring Site Wise revenue & Increment in Site Utilization norms.
- Business Spread across 160+ Centers with Inbound & Outbound Sales through Team Size of 160+ JPAMs & 31 State Jio Point Leads.
- Solely responsible for Business Planning, Scouting, Negotiating, Acquiring & Launching Retail Jio Point Business Centers in the State.

April' 2016 – Sep'17

Reliance Jio Infocomm Ltd.

Sr. Manager – Jio-Fi Product Manager

- Responsible for taking the newly launched product Jio-Fi to 15-20k volume, with Revenue of 2Cr across all channels – General Trade , Enterprise Channel, Brand / IT Stores & Own Retail / Modern Trade Stores.
- Analyzing the Sales & Stock reports hence ensuring the Billing is happening to all the Channels & getting the right SKU placed at High Selling counters & stores.

April' 2015 – Mar'2016

Reliance Jio Infocomm Ltd.

Manager – Business & Projects.

- Ownership of multiple Business & Network projects for CEO's Office - Network Enhancement (Outdoor Small Cells, Indoor Small Cells, College Wi-Fi Project, Wi-Fi)
- Sales Planning & Channel Partner Planning, Own Store Roll Out, Logistics & Device management, Platform Deployment.
- Lead a Cross Functional team geographically dispersed for Network Roll Out & Final Launch of JIO Operations Project

July' 2014 – Mar'2015

BHARTI AIRTEL Ltd.

ZSM– Retail - DELHI / NCR

- Responsible for Gross Annual Revenue of more than 12 Cr with 5000 Gross acquisitions in Post-paid Category with 40% data revenue & Contribution of 25% MNP Sales.
- Handling a Team of 10-11 On-Roll Store Managers & driving business through the Retail COCO format.
- Managing the Retail Store Operations with KPI's - Post-Paid Sales, Post-Paid revenue, Handsets & Data Card Sales , Revenue through Device / Handsets sales & ensuring best Customer service with Serve to sell model.

Oct' 2012 – June' 2014

BHARTI AIRTEL Ltd.

TSM –Post-Paid - DELHI / NCR

- Responsible for the Gross Annual revenue of 85 Lacs with acquisitions of more than 3500 Post-Paid activations DSA / SDSA channels with 20% data Contribution & 20 % MNP Sales in overall acquisitions.
- Managing 6-7 Channel partners in varied categories – SDSAs / DSAs / Distribution Partners / Retailers / Own Retail Channels (ARC's & AEO's) handling products like Post-Paid Voice, Post-paid Data – 3G Dongles, Data Activations.

April '2012 – Sep' 2012

MART (Strategy Development Team)

Senior Consultant (Noida)

- Consulting Clients in Business Development, Channel development, Product Distribution with a special focus on the Rural Areas.
- Worked with International client to provide sales & distribution strategy along with development of Alternate Channels of Distribution.
- **International Exposure – Project on Sales & Channel Distribution Management - USAID Project in NEPAL (NEPAL CRS)**

June' 2010 – Apr' 2012

TATA Teleservices Ltd.

CSM – Jalandhar Cluster

- Managing a team of 4 Direct Retail Executives and 10 retail channels including TVH, TVS, COCOs.
- Managing the COCO operations, Franchisee-TVH/TVS/TVS Sansar and BRBU distributor.
- To maintain contribution of 20% in Gross additions to Prepaid Business and 35% to Postpaid Business.

May' 2007 – May '2008

LARK KNITWEAR

Marketing Manager

- Launching New products in Blanket Domain , Designing Product Portfolio for Wholesale & Retail markets.
- Pricing , Packaging, Marketing Campaigns , Distribution , Channel Management with a team of 5 members
- Multi-Channel Tie- Ups with Direct retail Brands (Modern Trade Business)

Aug' 2005 – Apr' 2007

VARDHMAN TEXTILES Ltd

Marketing Officer

- Handled two major products Mélanges & Gas Mercerized yarns, Optimization of PPS & PBDIT as Key Objectives
- Responsible for the Overall Achievement of Targets set as per ABP in terms of Volume & value.
- Handling all the Key Accounts that included all the top corporate clients in the Industry to mention a few OCL, ARVIND Mills, ITC.

ACADEMIC DETAILS

Course	Specialization	Institute / College / University	% / CGPA	Completion Year
PGDM - MBA	Marketing	FORE School of Management, New Delhi	3.64 / 4 , 91%	2010
B.Com (H)	Commerce	S.C.D Govt. College, (Punjab University)	72.4 %	2005
C.B.S.E (XII)	Commerce	D.A.V Public School, Ludhiana	83.8 %	2002
C.B.S.E (X)		D.A.V Public School, Ludhiana	87.6 %	2000

SUMMER INTERNSHIP - GODFREY PHILLIPS INDIA LTD

Project Title: Competitive Analysis of Tea market & Strategies to improve GPI's Market share.

ACADEMIC & PROFESSIONAL - AWARDS & ACHIEVEMENTS

- ✓ MBA BATCH TOPPER – Gold Medalist at FORE School of Management, New Delhi
- ✓ Merit Certificate for securing 2nd position in S.D. Government College B.Com (Hons.) 72.4%.
- ✓ WON – JIO - NORTH ZONE REGIONAL TROPHY for Punjab State - Nov-Dec '18
- ✓ CEO Appreciation Award for managing the Jio Point Program for May' 17, June '17 & Sep'16.
- ✓ 7 times Winner of SMART—TSM Monthly Contest within 2013-14 year in Bharti Airtel.
- ✓ Highest Annual Appraisal Rating in Reliance Jio for Consecutive 3 Years (2016 , 2017, 2018)

EXTRACURRICULAR ACTIVITIES

- Listening Soft Music, Playing Cricket, badminton & Driving to distant & unexplored places.
- Had successfully run Coaching Centre for Commerce Streams (XI, XII, B.Com & MBA) from year 2000 to 2008 in Ludhiana.

Mr. Gaurav Anand
Sales Head, JIO , Punjab
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Mr. Vijay Puniyani
Ex. Yarns Business Head – Vardhman Group
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Mr. Shyam Sundar
ZBH - Voda-Idea – Delhi Circle
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