

# NIKHIL KUMAR SINHA

E-Mail: [nikhilsinhan@gmail.com](mailto:nikhilsinhan@gmail.com) / Phone: +91-9523333331

**Sales & Marketing | Business Development | Channel Management**

*Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts and strategies*



## KEY SKILLS

- ~ Sales & Marketing
- ~ Business Development
- ~ Channel/Dealer Management
- ~ Product Launch & Promotions
- ~ Market Penetration
- ~ Client Relationship Management
- ~ Business Analysis
- ~ Cross-functional Coordination
- ~ Team Management

## PROFILE SUMMARY

- Offering **over 17 years** of career chronicled by well-earned success in **FMCG & DTH** domain
- Rich experience in **administering key accounts for business development activities**, managing client's expectations and ensuring maximum customer satisfaction for repeat & referral business
- Expertise in **building & maintaining relationships with various channels** and establishing large-volume & high-profit accounts with excellent levels of retention & loyalty
- Gained significant exposure of **exploring new markets for business growth** and streamlining sales & marketing operations
- Proficiency in **maintaining relationship with customers** and ensuring quality & service norms to achieve customer satisfaction and business retention
- **Performed monthly sales forecasting and competitive analysis** to determine accurate performance levels and need for growth into current & additional vertical markets and product categories
- Excellence in **designing & executing channel sales & distribution strategy** to achieve segment-wise targeted sales volumes, state & city-wise market shares, reach and coverage objectives in product category
- Extensive exposure of working on **Salesforce- Master Data Manager**
- An enterprising leader with skills in leading personnel towards accomplishment of common goal

## ORGANISATIONAL EXPERIENCE

### Since'15 Tata Play Ltd. (Formerly Known as Tata Sky Ltd.)

#### Growth Path / Assignments Undertaken / Deputations:

Apr'21- Nov'22	Senior Area Manager- Indore, Madhya Pradesh
Apr'19- Mar'21	Senior Area Manager- Pune, Maharashtra
Jan'15 - Jun'15	Area Manager- Bhubneswar, Odisha
Jul'15- Mar'18	Senior Area Manager- Bhubneswar, Odisha
Apr'18- Mar'19	Senior Area Manager- Ranchi, Jharkhand

### Reliance Communicattion Jan'14- Dec'14

Jan'14- Dec'14 Mobility Lead- Ranchi- Jharkhand

### Bharti Airtel Ltd. Jun'11 -Dec'13

#### Growth Path / Assignments Undertaken / Deputations:

Jun'11- Jun'13	Territory Sales Manager (DTH), Bhagalpur- Bihar
Jun'13- Dec'13	Zonal Sales Manager (Panel)- Prepaid, Gumla- Jharkhand

### Hindustan Unilever Ltd. Aug'07- Apr'11

Aug'07- Apr'11 Territory Sales Officer (Rural), Muzaffarpur- Bihar

### Ozific India Pvt Ltd. Jul'06-Jul'07

Jul'06- Jul'07- Territory Sales Executive, Delhi & NCR

### Ozone Ayurvedics. May'05- Jun'06

## Highlights:

### Tata Play Ltd.

#### **As Senior Area Manager, Indore**

- Designed & implemented monthly sales plans and developed strategic partnerships to generate revenue within the sales & distribution channel
- Added 763 new dealers/ Freelancers in assigned area through appointment of 4 new Trade Distributors amount among this 500+ were active.
- Reduced churn from 30% to 15% by providing quality services to customers.
- Restarted 6 Non trade partners which helped gain in B2B business (*Now our client are Redisson Blu, Hotel Esentia, IIM Indore, NTPC Khargone, The Park etc.*)
- Taking care of entire promotional activities to educate DTH media in the market.
- Executing schemes to promote & increase the brand awareness & equity in the market
- Maintain strong relations with KROs who are instrumental in gaining leadership position
- Plan and allocate budgets for cluster marketing activities; evaluate & get approval of field marketing proposals (tent & canopy activities, roadshows, melas, etc.) from regional marketing team

#### **As Area Manager, Pune- Maharashtra:**

- Added 5 New distributors in Pune city lead revenue growth 24%.in 2019-20
- Added 71 installers (Electric Technicians) and arrange training through video calls during covid time. So, that we can resolve the issues of customers in Pune City.
- Activated dealer network of essential services providers (Medical/ Bakery/ Grocery/ Vegetable Shop etc.) for the purpose of recharge availability, so that to minimize customer struggle during covid time.
- Best ASM award for Tata SKY Primer League for H1 2020-21 & got 40k Gift Voucher
- Bagged TOP Gun award for the best performing Area Sales Manager in West
- Conducted training for 100+ FOS/Promoters/ Freelancers on best practices & procedures to ease of managing day-to-day activities.

#### **As Area Manager, Ranchi- Jharkhand**

- Added 3 New SSD's and 5 AD's and 360 New dealers/Freelancers which helped 17% growth in annual acquisition

#### **As Area Manager, Bhubneswar Odisha**

- Added 5 New distributors in Pune city lead revenue growth 24%.in 2019-20
- Bagged TOP Gun award for the best performing Area Sales Manager in East
- Bagged Best ASM East Award in H1 2017-18.
- Grown Market share from 22% to 39% over 2014-2015 to 2017-18 by the continuous work in infra development
- Hit 110%+ AOP target for 3 consecutive years
- Made 71 Tata Sky Village (where 95%+ households are Tata Sky customer 2017-18)

### Reliance Communications

- Responsible for revenue, profit delivery, channel & employee satisfaction (Happy Quotient).
- Responsible for Outlet Count & Expansion as per DPL Norms & Extraction as per SPL Norms.
- Focus on multi product portfolio (Prepaid, Data & Handset business). Develop effective and productive channel construct to meet targeted numbers and revenue for the Cluster.
- Ensure flow of knowledge, skills and training from company to the distributor/retailer staff to ensure output as per targets. Access and analyse impact of trade promotions/schemes/promotions/contest being run by the circle and communicate feedback to Circle
- Maintain strong relations with KROs who are instrumental in gaining leadership position in the in assigned area.
- Strategic planning and guidance to the team.
- Conduct retailer & distributor's meet so as to educate them on new products & initiatives by the company.

### Bharti Airtel Ltd.

#### **As TSM DTH**

- Highest % Net Add contribution to the circle i.e 64% (2012-13)
- Promoted as a Zonal Sales manager (in prepaid business)
- Won Hub (East India) award for highest quality acquisition & retention
- Appointed 3 distributor of pre-paid as sub distributor for re-charge which reduced churn and our easy business growth by 40%.

#### **As ZSM Prepaid**

- Strategic planning and guidance to the team.
- To ensure that RMS, SOGA, CMS & QMS leadership is attained & maintained.
- Maintain strong relations with KROs who are instrumental in gaining leadership position in the district.
- Conduct retailer & distributor's meet so as to educate them on new products & initiatives by the company. Plan and allocate budgets for cluster marketing activities; evaluate & get approval of field marketing proposals (tent & canopy activities, roadshows, melas, etc.) From circle marketing team.
- Responsible for Outlet Count & Expansion as per DPL Norms & Extraction as per SPL Norms.
- Ensure flow of knowledge, skills and training from company to the distributor/retailer staff to ensure output as per targets. Access and analyze impact of trade promotions/schemes/promotions/contest being run by the circle and communicate feedback to Circle

## **Hindustan Unilever Ltd.**

### **AS TSO**

- Primarily accountable for handling sales & marketing operations & achieving increasing sales growth across territory.
- Identify new market segments and tap profitable business opportunities.
- Planning and scheduling individual/ team assignments to achieve the pre-set goals with in time, quality & cost parameter.
- Perform competitor analysis in the territory as a basis for strategic positioning to achieve market share metrics.
- Identifying areas of crucial importance in the process driven business of the company & facilitated development of adequate system to streamline the same.
- Coordinating with business partner to expand product reach in the market and working in interaction with institutions to promote the product.
- Ensure distribution network / supply chain for distributing goods for achievement of target within specific parameter.
- Ensuring regularization of PDP for Distributor.
- Launching of new product & coordinating with CFA for availability of stock & brand building activity.

## **Ozific India Pvt Ltd (Brand- TimTam).**

### **AS TSE**

- Primarily accountable for handling sales & marketing operations in Modern Trade/ Key Account
- Planning and scheduling individual/ team assignments to achieve the pre-set goals with in time, quality & cost parameter.
- Coordinating with business partner to expand product reach in the market and working in interaction with institutions to promote the product.
- Launching of new product & coordinating with CFA for availability of stock & brand building activity.

## **Ozone Ayurvedics (Brand- Nomarks) .**

### **AS RBE**

- Primarily accountable for handling sales & marketing operations & achieving increasing sales growth across territory.
- Identify new market segments and tap profitable business opportunities.
- Planning and scheduling individual/ team assignments to achieve the pre-set goals with in time, quality & cost parameter.
- Coordinating with business partner to expand product reach in the market and working in interaction with institutions to promote the product.
- Ensure distribution network / supply chain for distributing goods for achievement of target within specific parameter.
- Launching of new product & coordinating with CFA for availability of stock & brand building activity.

## **A C A D E M I C D E T A I L S**

2003-05  
1999-2002

**PGDBA (Sales & Marketing)** from ITM- Navi Mumbai  
**B.Com (Hons)** from Patna University,

## **P E R S O N A L D E T A I L S**

Date of Birth: 10<sup>th</sup> Feb 1980  
Mailing Address: N-104, Shalimar Township, AB Road Vijay Nagar, Indore. Madhya Pradesh 452010  
Languages Known: Hindi & English