

ARNAB MAJUMDAR

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SENIOR SALES & BUSINESS DEVELOPMENT PROFESSIONAL

FRANCHISEE RETAIL, DIRECT SALES, CHANNEL SALES, MODERN RETAIL, DIGITAL MARKETING

18 years' rich experience in delivering optimal results & business value in high-growth environments in the areas of **New Business Establishment, Sales & Marketing (Channel & Direct Sales) in Companies of repute**

Key Competencies

• Sales & Marketing Management Professional • Franchisee Retail business setup, development & supervision • Direct Sales Agency (DSA) Channel Setup & supervision • Tele-calling Agency setup & Supervision (Auto Dialler agency) • Area Distribution & Channel Management • Key Account Management (SOHO, Govt., SME, Large Accounts) • Digital Marketing • Business Development • Regulatory Compliance • Market & Competitor Analysis • Cross Functional Coordination

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

VODAFONE IDEA LIMITED, WEST BENGAL

| Franchisee Retail Sales | Manager – Franchisee Retail Lead | Since Nov 2018 |
|-------------------------|----------------------------------|----------------|
|-------------------------|----------------------------------|----------------|

- Managing overall business from Franchisee Retail Stores of VIL in the zone
- Focus on footprint expansion, ROI enhancement of partners, Sales of entire portfolio (Prepaid, Postpaid, SOHO, SAAS, 4G data, MBB), Service Delivery & ensuring NPS
- Responsible for a team of REs, CSEs, FSEs and franchisee personnel

VODAFONE MOBILE SERVICES LIMITED, KOLKATA

| Direct & Tele Sales | Manager – Direct Sales | 2011-2018 |
|---------------------|------------------------|-----------|
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- Leading a zone in the Direct & Telesales vertical, managing Area & Channel Managers to attain revenue targets thru DSA's.
- Drive acquisition of *Postpaid (Individual & Corporate), Non mobility (Cloud based SAAS products), Enterprise Solutions, Broadband, Datacards & MiFi devices* thru Telecalling, Cold Calls, Canopy activity, Bulk Deals.
- Drive Retention & Relationship efforts with existing customers to enhance revenue.
- Channel ROI/P&L responsibility, Recruitment of new partners, Daily Operations - Lead & Pipeline Management, Activation processes implementation, Complaint handling, Sales Compliance.
- Focus on Manpower Recruitment, Training & development, Team Bonding, R&R design, Productivity monitoring & increment. Large team handling (150+ employees multiple DSA setups).
- Strategize with Product Marketing & Business Development teams for targeting relevant Customer Base for Telecalling, Promotional Activities, and selection of prospective segment database.

Key accomplishments & achievements –

- 30,000+ Postpaid nos p.a. with revenue of 1.6 Cr. (back to back YOY growth figures of 48% (2016-17) & 140% (2017-18))
- 52% incremental contribution in Vertical's business in 2017-18, 11% incremental contribution in 2016-17
- Two Area Managers (Direct reportees) were winners in WB Circle "**Bengal Hero**" management contest in 2017-18
- Won international trip to Malaysia & Bali as winner of Cross Circle "**Circle Combat**" competition in 2016-17
- Won "**De Ghumake**" contests in the periods - Oct - Dec 2011 & Apr – Jun 2012, Jan 2013
- Rewarded as winner of "**Sabse Bada Khiladi**" sales contest (Aug – Sep 2011)
- Selected as "**MEGASSTAR**" for the quarter Apr – Jun 2011 (selection basis HOD recommendation)
- Successfully rolled out 30+ DSA's in both Tele sales & FOS formats
- Process & monitoring system implemented in the DSA channel adopted as best practise in the country
- Introduced manpower recruitment & stabilized headcount thru NSDC partners, involved in Career Counselling

| Franchisee Retail | Sr. Exec (2006-10); Assistant Manager (2010 - 11) | 2006 – 11 |
|-------------------|---|-----------|
|-------------------|---|-----------|

- Complete Sales, Service & Brand Ownership of **Vodafone Ministores** in the geography (experience of handling VMS channel across Kolkata city in all zones).
- Responsible for Sales of Prepaid, Post-paid, VAS, Data Cards, tied up Handsets, E Bill & E Top stock etc.
- Roll out new stores from the scratch - location scouting, Franchisee finalization, IT/Store setup etc.
- Retention, Relationship with existing customers, responsible for CSAT scores of Customer Service Executives.
- Ensure in-Store Brand & People Standardization, measured thru Q&Q Audits - ensure training, briefings etc.

Key accomplishments & achievements –

- Successful roll out operations of 42 Vodafone Mini Stores & Tele Stores in Hooghly, Howrah, CBD, South Kolkata markets)
- Promoted as an Assistant Manager in January 2010
- Handled a turnover of Rs.15.6 crores p.a. worth of E Bill sales, 18 Lakhs p.a. VAS Sales & Rs.1.98 Cr p.a. E Top Sales
- Represented the **North Star winning Zone** for the period Aug to Oct 2010 (Topper among all zones in North & East India)
- Awarded with the **“Circle Combat” trip to Thailand** for performance during the period Sep 09 – Feb 10

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| Channel Sales | Senior Executive | 2004 – 05 |
|----------------------|-------------------------|------------------|

- Responsible for post-paid acquisition from Retailers in Howrah & Hooghly districts
- Distribution setup in the areas

Key accomplishments & achievements –

- Promoted as a Senior Executive within 6 months
- Set up postpaid distribution setups in the designated areas, stabilized business.

WHIRLPOOL OF INDIA LIMITED, PATNA**Jan 2003 to Oct 2004****Territory Executive – Jamshedpur & Ranchi**

- Sales, Distribution, Collection, Retail Operations and Team Management for Whirlpool CE & Appliances business across Jamshedpur & Ranchi
- Revamped distribution health and improved turnover by 60% in the region (in the period Jun 03- Oct 04) to make it the fastest growing area in the branch
- Handled an annual business turnover of 1.75 Crores p.a. in Direct Cool & Frost Free Refrigerators, Washing Machines (Semi & Fully Automatic) & Microwave Ovens & AC's

Key Achievement

- Credited for attaining the highest “All-India” figures in Oct'03 & Dec'03 in Fully Automatic Washing Machines Category at Whirlpool
- Highest ever Dhanteras Sale for Patna Branch during 2003 Diwali
- Successfully achieved the record sales in a particular range of washing machines in a direct dealer – Kamalia Sales in Dec 03; thru cross subsidy & effective sales promotion of the product

SAMSUNG ELECTRONICS INDIA INFORMATION & TELECOMMUNICATION LTD., KOLKATA**May 2000 to Jan 2003**

(Employed through National Marketing Agency - Systems Research Pvt. Limited)

Sr. Executive – Channel Sales

- Liaoning as Samsung representative in East India between National Distributors, Direct Dealers & Samsung HQ
- Communication and drive business participation of key trade partners thru scheme communication, engagement
- Provided effective sales generation support to the trade and monitored fund flow and working capital requirement

Key Achievements

- Recognized for independently managing Samsung Stalls at Compass 2001 and in Compass 2002, thereby winning the best stall awards in their category
- Won Special Award in the Samsung CR Training Program at Delhi

TRAINING & CERTIFICATION

- **Professional Diploma in Digital Marketing** with 78%, 2014 | **Digital Marketing Institute (DMI), Ireland** (thru NIIT Imperia)
- Successfully completed Vodafone Certificates in **“Digital Marketing Essentials”, “Digital Business Essentials”, “Enterprise Marketing”**, jointly awarded by AVADO (DOT Native Digital Education) & Vodafone | July 2018.

EDUCATIONAL CREDENTIALS

- **PGDBA (Marketing)** with CGPA 7.00/10, 2000 | **ICFAI Business School, Kolkata** | Full time 2 year MBA program
- **B.Com. (Hons.)** with 51.13% | 1996 | University of Calcutta
- **Higher Secondary** with 65.7% | 1993 | WBCHE
- **Madhyamik** with 80.7% | 1991 | WBBSE

Date of Birth: 2nd Sep 1975

Signature :

Dated :