

## ABHIJEET SINGH PARIHAAR

### Senior Professional | Sales & Marketing | Business Expansion & Stabilization

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative sales & marketing concepts and strategies  
Expertise in development and formulation/implementation of business strategies, systems development, product positioning & development; targeting assignments in **Business Development/Marketing & Sales/Channel Development**

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#### Key Skills

Strategic Business Planning
Strategic Alliances & Partnerships
Business Development
Distribution /Channel Development
Return on Investment (ROI)
Revenue & EBITDA Growth
Competition Analysis
Market Intelligence
Training & Development

#### Profile Summary

- Sales & Marketing Operations Professional with **over 11 years** of rich & extensive experience in **Mass Alliances & Management** of Business Model by supervising various verticals like **Media, Telecom, Facility Management, Business Development and Social Media Marketing**; currently associated with **Dainik Bhaskar Group** as **Manager - Mass Alliances**
- Successfully increased **DBApp downloads on over 50 lakhs Android Phones** within **15 days of the launch**
- Closed opportunity and strengthened relationship with strategic accounts like **National Corporate, Vodafone Global Accounts, Government Accounts & SME**
- Developed sales and product placement strategies, monitored effectiveness through regular sessions with channel partners resulting in achieving **133% Alliance targets** with tie up on with **top brands Present in MP/CG & Bihar/Jharkhand**
- Speaheaded **activation's, internal, external communication** and developed National/ Regional communication strategies, advertising, promotions and activities as **Brand Custodian**
- Led negotiations, coordinated complex decision-making process, and overcame objections to capture new business opportunities

#### Career Timeline



#### Work Experience

Since Apr'18 with Dainik Bhaskar Group, Bhopal as Manager – Mass Alliances

##### Key Result Areas :

- Identifying niche markets in MP/ CG & Bihar/ Jharkhand regions and new / future services that provided the company with a competitive advantage and improved profitability
- Enhancing the channel business readiness process; leading product team to get the product level integration and requirements completed
- Driving positive Return On Investment (ROI) and Annual Activation's in MP/ CG&Bihar/ Jharkhand by establishing appropriate selling model, customer metrics, and a compelling incentive compensation plan

- Designing, implementing, and monitoring strategically focused sales plans that created advantage for both the company and business partners
- Leading the tender or direct negotiation process, delivering presentations as part of short-listing and continued to drive excellence and efficiency in the tendering process
- Heading the expansion of distribution network and accomplishing steady increase in sales year after year
- Driving business and ensuring sustained growth, focusing on achieving /surpassing sales targets; expanding business reach and creating new sales / leads opportunities
- Increasing revenue and pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time of on-boarding
- Leading people development through appropriate training, Job rotation, role change and so on

#### Highlights:

- Collaborated with sales, marketing and other key stakeholders to understand customer insights and executed customer centric market/sell plans and programs, which increased the sales and margin growth
- Initiated channel development activity in MP/ CG & Bihar/ Jharkhand regions; developed a strong indirect channel network in these regions; the channel network contributed to total sales in the region
- Administered the company's go-to-market strategy for exceptional results via channel management; maintained gross profit levels to the company

#### Jun'16 - Apr'18 with Vodafone Mobile Services, Nagpur as Manager - Acquisition Sales (PostPaid)

##### Key Result Areas:

- Built capacity of channel partners on company products, including Data Products and looking after the DST/TSE/Channel Partner and drove them for sales of all products
- Engaged with C level customer of company (VP,GM,MD) to build relationship and ensure common goals and business outcomes were achieved
- Managed accounts and met / exceeded targets relating to revenue growth, profit margin, mix of products and services sales, customer retention and customer acquisition

#### Jul'14 - Jun'16 with Dainik Bhaskar, Bhopal/Raipur/Indore as Manager - Operations & Distribution

##### Key Result Areas:

- Managed Homeonline.com (Web Platform) & DB+ App (App Platform) section
- Managed partners and enures Brand Alliances and partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Pipelined sales based on market research, network management and client references; planned and prepared approaches, pitches and proposals, participated in pricing and work order negotiations
- Spearheaded Pre-Buying, Post-Buying Categorization & Real Estate Operations
- Maximized sales opportunities, proactively created new opportunities and led Mobile Application Distribution for Dainik Bhaskar
- Identified niche markets in RSO/RSE in Urban town, Up country Market and new / future services that provided the company with a competitive advantage and improved profitability

## Previous Experience

#### Apr'13 - Jun'14 with Idea Cellular Ltd., Gorakhpur as Assistant Manager - PostPaid Sales

*Maintained efficient network of DST/TSE/Channel Partner and built relationship with corporate clients in postpaid category*

#### May'10 - Apr'13 with Tata Teleservices Ltd. (TataDocomo), Bhopal as Assistant Manager - PostPaid Sales

*Identified niche markets in Bhopal regions for Post Paid category and conducted successful campaigns aimed at promoting and building the business that provided the company with a competitive advantage and improved profitability*

#### May'09 - Apr'10 with Tata AIG Life Insurance Ltd., New Delhi as Wealth Planning Officer

#### Sept'08 - Apr'09 with Bharti Axa Life Insurance Ltd., New Delhi as Financial Officer

## Education

- Pursuing Business Management in Digital Economy from IIM Raipur (2020)
- Pursuing Diploma in Leadership & Management from Shaw's Academy (2020)
- B.Com. from A.P.S University, Rewa in 2007

## Personal Details

Date of Birth: Aug 3, 1986

Language Known: English & Hindi

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