

ANIL VASUDEVAN**DOB: 21.02.1972****Mobile: 9495934350/8848664616****Email :anilv002@gmail.com****Snap Shot**

- ✓ Working as R & P Manager for Reliance Jio Infocomm, the Telecom subsidiary of Reliance Industries. Responsible for liasoning with Government offices for permissions and necessary approvals for laying OFC Cables in various roads in the State of Kerala.
- ✓ Set up the Operations of a Bangalore based company in Kerala. This included getting approvals from Government Authorities like Excise, Customs, Sales Tax and looking after the Marketing of company brands and Client Development.
- ✓ Worked as Business Manager for Edeline E-Solutions Pvt Ltd – Back Office of a Mumbai based Online Pre-paid Recharge and DTH Recharge Company.
- ✓ Worked as Senior Manager for Thought Factory PR in Kochi
- ✓ Worked as the PR Manager for Dhathri Ayurveda Pvt Ltd.
- ✓ Was heading the Kochi Branch of Perfect Relations for 7 yrs
- ✓ Worked with Twenty-20 media for three years
- ✓ Started my career as an Administrative Officer at Meditech Enterprises

Education

- Passed out as Graduate in Bachelor of Arts (Sociology and Political Science - correspondence) from Mumbai University in 1995
- Higher Secondary Education from Atomic Energy School, Mumbai

Organizational Experience**February 2017 – Till Date – R & P Manager – Reliance Jio Infocomm****Chief Responsibilities**

- Liasoning with Government Authorities for Permissions for laying OFC Cable for Network connectivity as per the Company's requirements.
- Suggesting contractors to the company for carrying out the works received in the permissions and maintaining the deadlines in co-ordination with the Construction Team.
- Handling any crisis escalated by the Authorities due to any problems created by the Contractors by becoming the communicator between the Authority and Contractor. Carrying out meeting with high profile Public Representatives like MLAs, Local Councillors, Committees of various Local Bodies for facilitating the permissions so that the deadlines are not missed.
- Working out strategies along with Construction team on how to schedule and complete the work in a time bound manner without having any issues with the Authorities.
- Promoted as RoW Manager in June 2020. As a Manager, my responsibilities include looking after all the verticals of the company where Government and Authority regulatory permissions are required.
- Driving a team of executives taking care of different verticals to get permissions within the given time lines and supporting them in case of any issues or road blocks.

- Working out strategies in dealing with different Government organizations and Liasoning with political leaders for getting their approval.
- Preparing correspondence to be submitted in authority with the right content.

August 2016 – Jan 2017 – Operations Manager – Source 2

Chief Responsibilities

- From setting up the Operations of the company in Kerala to driving the day-to-day activities. Interacting with the Government Authorities like Excise, Customs, Sales Tax for various approvals.
- Taking care of the Marketing activities of the products handled by the company by meeting with the client base and convincing to buy stock from us.
- Single handedly handling the finances and transportation requirements of the company as well as the day to day running of the Office in Cochin, Kerala.
- Streamlined office administration and preparing brand promotional strategies in placing the products at par with its competitors

Nov 2011 – July 2016 – Business Manager – Edeline E-Solutions Pvt Ltd

Chief Responsibilities

- Distribution Management – development of new distribution channels and also taking care of the existing distribution network.
- Taking care of the business in the Kerala Market like establishment of key distributor point, call centres and retailer points.
- Handling the finances of the company and ensuring that the distributor sends the stock on time.
- Managing the sales of the company at the retailer level.
- Overall handling of the daily operations of the company.

May 2011 – Oct 2011 – Senior Manager - Thought Factory PR, Trivandrum

Chief Responsibilities

- Maintaining good media relations.
- Becoming the source of information and connecting link between the client and media
- Working out internal and external communication strategies
- Creating opportunities through various story pegs to feature clients in the media.
- Managing negative impact stories by neutralizing it.
- Developing content which has to go to the media through press releases and write-ups by giving stress on the right messaging about the client.
- Servicing high profile clients like Infopark, Cyber Park, Amway and Nokia
- Planning the marketing strategy both the SEZs
- Servicing outstation clients.

July 2010 – April 2011 - PR Manager – Dhathri Ayurveda Pvt. Ltd, Kochi.

Chief Responsibilities

- Coordination with the state-level and national-level media for company activities
- Planning the brand strategy for various divisions of the company
- Developing the brand image through various media and non - media activities
- Overlooking and executing the events of the company

- Supporting the marketing department for its activities in the media and otherwise
- Crisis Management.
- Identifying and coordinating with beat journalists for specific company updates
- Liaisoning with Government Officials and other important contacts for company requirements

Highlights

- Was responsible for enhancing the image of Dhathri Brand in and outside Kerala
- Was appreciated for the national and international coverage that was received for the company getting the Ayush Standard Mark Certification for three of its products.
- Was responsible for single handedly handling the launch of Dhathri Ayurveda Kendra's third hospital in Ernakulam which got wide publicity and the event was a great success.
- Working out brand strategies and brand positioning of new products launched by the company.
- Suggesting new product categories which could add to the existing portfolio of the company.

September 2003 – June 2010 - Senior Image Manager - Perfect Relations, Kochi.

Chief Responsibilities

- Heading the branch in Kerala
- To develop business in Kerala.
- Client Servicing
- Servicing of outstation client in Kerala.
- Crisis Management.
- Coordinating with the media for client activities
- Identifying and coordinating with beat journals for specific client requirements.

Highlights

- Was responsible in handling and successfully managing the crisis of Coca-Cola Company in Kerala. Managed to change the perspective with the media looked at the company into a positive outlook. Have managed to highlight their CSR initiatives in the media.
- Have carried out successful campaigns for SmartCity which was also perceived as a real estate company. The campaign that SmartCity was the stepping stone for the development of Kochi and Kerala was a huge success with the media which also started looking at it with the same perspective.
- Got the award for the best resourceful person in 2006

March 2000 – June 2003 - Image Executive – Twenty-20 media.

Chief Responsibilities

- Client Servicing.
- Coordination with the media for client activities.
- Coordination with outstation offices for client activities

Highlights

- Got appreciation from the client for getting good media mileage for them.
- Was given the added responsibility of multiple clients.

May 1996 – Feb 2000 -Administrative Officer – Meditech Enterprises

Chief Responsibilities

- Taking care of the day-to-day activities of the company
- Looking after the branding of the company
- Liasoning with various government bodies, suppliers, manufacturers for various requirements of the company

Key Strengths

- Effective Communication skills.
- A Go-getter. Never lets personal failures hold myself back.
- Fast Learner and Key Observation of Market Trends
- Timely Deliverables
- Strategizing and effective branding
- Good content writing skills

Languages Known

Fluent in Malayalam, Hindi and English.

Co-Curricular Activities

- Started off as an actor in an amateur group in Mumbai before branching into professional theatre.
- Was actively involved with Mumbai based Professional Theatre Group, Ekjute managed by Mrs. Nadira Babbar (Wife of Bollywood Actor Raj Babbar).
- Have been involved with amateur play groups in Kerala and have taken part in a couple of competitions

Personal Details

Marital Status – Married
Children – Two
Siblings – One Brother and One Sister (Both Married)

Current Residential Address

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