

Maahender Chintam

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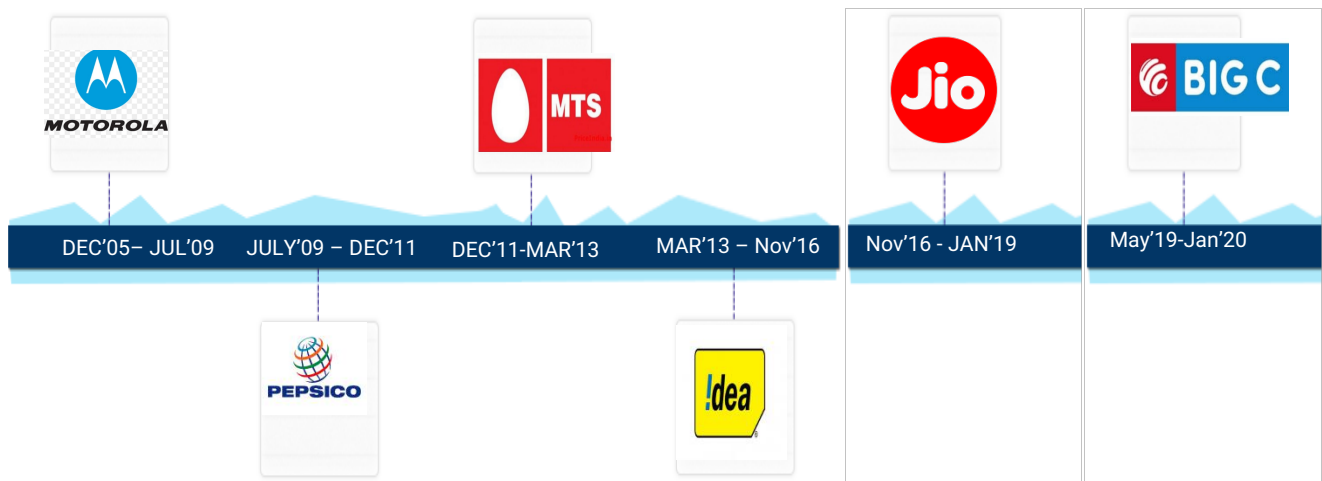
Profile Summary :

- Achievement driven professional with an experience of 13 years in Sales and Distribution, retail , operations and managing Profit & Loss of Zone.
- **P&L Driver & Revenue Accelerator:** Drove the operations for the organization, employed a pragmatic approach and catapulted the profits.
- Last association was with **Big C Mobiles PVT Ltd** as **Regional Sales Manager** for **Rayalaseema ,Kurnool**.
- Drove rigorous efforts towards enhancing **Store Operations/Profitability, Revenue generation, Width & Depth of the Outlets, Availability & Visibility, Team Bonding & Team Building, and Relationship Management** with all the Channels.
- Conferred with several **Excellence Awards, Selling Star Awards and Best Performer Awards** for Far Exceeding performance.
- Highest appreciation from **CEO** on incremental revenue and grabbing **Customer market share** by self initiating projects on **MNP & Data business** in **Idea Cellular Ltd**.
- Successfully increased **MOMT** from **17.30 to 21.89**; steered an initiative to increase the MOMT share done MNP through a different scheme.
- Received Best appreciation from our **CEO sir** and **Sales Head** for the **INNOVATIVE Activity** which I have done for the Increment revenue & Market Expansion at **PEPSICO**.
- **P&L Driver & Revenue Accelerator:** Drove the operations for the organization, employed a pragmatic approach and catapulted the profits
- **Leader & Organizational Change Agent**, delivering business results focused on improving business processes to improve reliability, and enable scalable growth.

Core Competencies



Career Timelines :



Organizational Experience:

Regional Sales Manager , Big C Mobiles , Rayalasema Zone May'19 –Feb'20

Key Result areas :

- Responsible for Zonal stores operations covering Kurnool, Anantapur & Cuddapah districts ..
- Responsible for zonal stores Profit & Loss by managing all the verticals (Sales , IT, Logistics, Human resource ,Admin,Finance , Service)
- Develop, motivate & manage a high performing team.
- Manage & maintain inventory across all the stores of zone for smooth operations and healthy profit.
- Coach associates in building long term relationship with customers in getting repeated and referral business.
- Stores accountability with Zero deviation in regular audits.
- Timely Competition analysis

Achievements :

- No store in below profit Zone
- Top Zone in reducing the operational cost

- Business grown from 10 Cr to 12 Cr in 4 months
- Major Contributor KPI...accessories & Insurance moved from 3% & 0.6% to 10% & 3% , which is the Key KPI in zonal profit.
- Only zone to liquidate highest aging stocks which is a major invisible loss making factor

Jio Center Manager, Reliance Jio Infocomm Ltd., Andhra Pradesh Dec'17 – Jan'19

Key Result Areas:

- Maintaining coordination between sales & marketing team, supply chain & finance in territory and analyzing & understanding the market.
- Enhancing relationship with device distributors, activation & recharge distributors and key retail outlets including modern trade outlets
- Ensuring acquisition of customers and sales as per planned targets for fixed business & mobile business respectively and seamless execution for mobility & fixed line projects
- Functioning on cost optimization and productivity through proper planning
- Adhering to all SOPs, statutory compliances (liaison with Govt. officials) & commercial controls, procurement of right of way and other related permissions for wireless and wire line business
- Spearheading service delivery and product availability at network outlets and managing customer life-cycle for both fixed and mobile customers
- Making sure RIL values are instilled and followed by all team members, training & coaching people on the job and developing local marketing and media strategies

Highlights:

- Successfully improved all distribution parameters over the period of **6 months of taken Charge**.
- Moved Jio phone penetration from 8% penetration to 36% .
- Made market leader in the span of 6 months of taken charge. Revenue moved from 32 Lakhs to 85 Lakhs by driving special project on MNP & Jio Phone penetration.
- Rolled out 32 Sites in 4 months with best negotiation .
- Established relationships with key clients for Wi-Fi and fiber optic deployment; monitored all corporate, SMEs and key account sales in the region
- Successfully explored new avenues of business for better product penetration in the market and operational aspects including distribution, operations, customer service, human resources, administration and sales
- Managed Reliance Digital Mini Stores attached to JIO centre and supervised Store



Managers and Store Executives

- Got Best Performance award in the Contest **"Project Akraman"**

Jio Center Manager, Jio- Money Lead Modern Trade, Area Lead for JioPoint Project –Direct, Visakhapatnam . Reliance Jio Nov'16 – Dec'18

Key Result Areas & Highlights

- Responsible for Jio Money Merchant On boarding for entire area .
- Lead the project of Jio Points (Company Own Stores) within the area of Visakhapatnam, Srikakulam, Vizayanagaram, East & West Godavari .
- Identified and On boarded 65 stores with effective negotiations and future business projection . Lead a team size of 125 , JPL, JPM & JPAM.
- Responsible for **Store Loss & Profitability**.
- Responsible for Distributor appointment in all the areas of Jio Points .

Territory Sales Manager , Idea Cellular Limited Telangana March'13- Nov'16

Achievements:

- Turn around the area by doubling Revenue & increased the CMS by 3% in a year, which is the best in Circle.
- Self Initiative Project –**Jet Express Outlets , to activate the sim in one hour which almost tripled the numbers**
- Doubled the outlets to increase the reach and every unreached pocket to increase the revenue and activations .
- Data revenue share moved from 8% to 32% in span of 5 months .
- IVR recharges penetrated across the location to increase the retailer earnings , best customer benefits which in turn helps in increase Distributor Incremental Revenue .
- Launched 4G services in Medak , Siddipet , Kamareddy and Rural towns .
- Responsible for BTL activities to reach customers by doing Door to door activities .
- Self Initiative Project ; MNP Sena . Recruited College students as an apprentice program to work for my Prestigious company to work in every town for Direct selling , which helped in MNP acquisitions for a faster CMS growth .

Area Sales Manager, Systema Shyam Tele Services Ltd (MTS) .Hyderabad 2011'Dec-March'13.

Key Result areas :

- Responsible for Appointment & Managing of Super Stockiest & Distributors for the assigned area .
- Responsible for Increase in Smart Phone & Data Card Market Share .
- Successfully increased the Revenue to 1Cr from 20Lac by creating and CDMA selling Outlets .

Customer Executive , Pepsi Co July'09-Dec'12 ,Adilabad,Telangana

- To handle multiple distributors ranging over different scale of business and represents PepsiCo in market.
- Responsible for planning, deploying and executing joint business plans and driving sustainable sales capability.
- To help distributor expand his business by coaching and working with the DB and/or the team of sales representatives.
- To be instrumental in resolving market challenges and ensuring incremental business.

Key Metrics

- Sec Value Achievement Vs. Plan
- Outlets/Distribution Addition
- Range Selling (Including focus on innovation)
- %age Outlet billed
- Order Cancellation Rate

Main Responsibilities & Tasks Market

- Delivering Secondary monthly targets and Gross Revenue growth
- Planning routes efficiently to increase productivity
- Increase Net Distribution by increasing number of outlet served
- Increases Weighted Distribution by increasing SKU count in existing outlets
- Ensuring stock availability and Rack Execution as per planogram
- Relationship building in the market to maximize customer satisfaction

Training & Communication



- One-on-One training of PSRs to develop business understanding & sales capability
- Monthly target setting for each salesmen
- Works with salesmen in market to coach him/her on market execution
- Monitors salesmen performance using regular sales reports
- Communicates incentives and motivates salesmen to achieve targets

Distributor

- Managing DB health (ROI) by ensuring adherence to Joint Business plan
- Jointly responsible for recruitment and retention of sales representatives
- Minimizing expiry/stales by ensuring FIFO and stacking norms of products
- Tracking correct and timely delivery of orders in the market
- Ensuring food compliance of every distributor
- Facilitating development of distributor on PepsiCo sales competencies

➤ **Market Development Officer, Nizamabad & Adilabad Motorola –Dec'05-July'09**

Current CTC :12 Lac Per Annum

Education & Credentials

- MBA in **Marketing** from **Swarna Bharathi Institute of Management Khammam**, in 2005
- BCA from Gayathri Degree College ,Kakatiya University Warangal in2003



Personal Details

Date of Birth: 02nd May 1983 || **Languages Known:** English, Hindi and Telugu |**Hyderabad**

