

Nitin Mehra

Kolkata, India | +91 9830477553 / +91 9836357014

mehranits@gmail.com / mehraanindita@gmail.com



Sales Leadership | Business Acumen | Business Growth | Market/Brand Positioning

Dynamic, enterprising, self-driven accomplished business leader with 26 years of solid experience in sales, marketing, B2B B2C operations, business development, public relations, client management, affiliate management, people management and Profit and Loss (P&L) management majorly across the media landscape. Comprehensive expertise in managing business operations in a multinational environment, developing and implementing effective strategies and plans and collaborating with internal and external stakeholders, in delivering best-in-class outcomes.

Executive Synopsis

- Skilled in understanding the value drivers of the business, identifying profitable commercial opportunities, and providing strategic advice to develop an effective commercial strategy to grow revenue and market share.
- Proven competence in researching markets, analysing competitors' activities to generate market-share metrics, identifying business growth opportunities, and adjusting sales strategies to capture market share in new areas.
- Dynamic communicator and stellar negotiator, and a well-respected and vision-driven leader, skilled in building, mentoring, tutoring and motivating top-performing teams toward successful attainment of target goal.
- Deft in building and sustaining productive stakeholder relations, leading and motivating cross-functional multinational professional teams, eliciting superior performances.
- Positive, achievement driven professional with strong work ethic, integrity and excellent communicating, problem solving, decision making, planning and executing, analysing, and networking skills.

Excellence Sphere

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| <ul style="list-style-type: none">▪ Channel Management▪ Sales & Marketing▪ Business Development▪ Distribution Management▪ Strategy Planning & Execution▪ Media and Channel Subscriptions▪ Market Research & Analysis | <ul style="list-style-type: none">▪ Marketing Strategies▪ Business Forecast▪ Public Relations▪ Spotting and Nurturing Talent▪ Operational Excellence▪ Liaison & Coordination▪ Team Building & Leadership▪ Strategic & Creative Thinking | <ul style="list-style-type: none">▪ Joint Venture & Partnerships▪ Multitasking▪ Time Management▪ Crisis Management▪ Strong Analytical Skills▪ Written Communication▪ Oral/Verbal Communication |
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Professional Experience

Indian Cable Net Company Ltd - Kolkata, Patna India (Sep 2013 - Present)

Deputy General Manager - Sales and Operations

Key Achievements:

- Business Head for Siti Maurya Cable Net Pvt. Ltd- A Joint Venture between Indian Cable Net Company Limited and Maurya Diginet Pvt Ltd providing Cable Television and Internet/Broadband services in the Indian State of Bihar and Chief Consultant and Coordinator for Company's Cable Television and Internet/ Broadband Operations in the Indian State of Uttar Pradesh
- Pioneered the Organization to be endowed the Economic Times Bengal Corporate Award for the Best Financial Performance up to 100 Crores in 2017
- Optimization of workforce and improvement of efficiency, productivity and performance by adherence to KPI (Key Performance Indicators), SOPs (Standard Operating Procedures), regulatory compliances and analysing industry trends and behaviour propelled the Organization and Team to connaturalize and increase market share to 2 million end-users just-in a span of 2 Years
- Conceptualization and introduction of remote head end (control room) equipment across rest of Bihar post R&D (Research and Development) and testing to counter and provide a backup for the frequent signal disruption of TSPs (Telecom Service Providers) caused by unforeseen contingencies.
- Foster and design the construction of a cost-effective Studio specializing in localized TV channel content production and development, trade, brand, product and Digital Marketing (YouTube, Facebook & Twitter), Client Co-Branding and effectively leading the transformation of the advertising department into a high revenue growth grosser/generator
- Orchestrate and Architecture year on year positive EBITDA & high ARPU by implementation of strategic feasible mergers & acquisitions, BSS, budget control & management, cost reduction and avoidance, ideation, credit management, brand salience, SWOT analysis, competitive pricing, CRM, solutions selling, protecting investments & ensuring high ROI and profitability.

Key Achievements:

- Managed the distribution network across the Indian states of Uttar Pradesh, Uttarakhand, Punjab, Himachal Pradesh, Haryana, Jammu and Kashmir, North-Eastern States of India, Bihar, Odisha, Jharkhand, Sikkim, Andaman and Nicobar Islands, West Bengal & internationally The Kingdom of Bhutan.
- Successfully implemented Complete Digital Addressable System (DAS) Phase 1 - Kolkata on 15th February 2013 and Phase 2 - Patna on 1st January 2014.
- Launched Sony Mix, Sony Six, Sony Pix, Discovery Science Discovery Turbo, TLC, Discovery Kids, Discovery Bangla, Sab, Animax.
- Re-launched partner television channels - Viacom Group (Colors), Times Television Network Group (Times Now, ET Now), India Today Group (Aaj Tak, Tez), Neo Sports Broadcast Group, TEN Sports, MTV and NDTV bouquet of channels, helping establish the company as market leaders.
- Coordinated with Legal Team and achieved Landmark Decisions in all litigation matters filled by/against the Organization in the Hon'ble Courts of TDSAT (The Telecom Disputes Settlement and Appellate Tribunals) Delhi High Courts and the Apex Court setting a precedent for similar cases filed in the coming years by other broadcasters, prominent being the Copyright Infringement Injunction John Doe lawsuits filed in the Hon'ble High Court of Delhi prior to the Indian Premier League telecast on Sony MAX.
- Spearheaded the achievement of more than 100% Collections for the period April 2011 to March 2012 from the territory of Bihar & Kolkata in the capacity of a Regional Manager, thus being the leading contributor from the eastern region in the company's successful quest for surpassing the 1000 crore milestone for the first time ever in the history of Indian Broadcast Media distribution.
- Active Member of core team and Delhi branch Team Leader responsible for ISO 9001:2008 Certification awarded on the 31st of August 2010
- Implementation and pioneering Key Business Development activities and forging strategic alliances with business stakeholders ensured Team pipped competition in both customer base and subscription collections in the States of Bihar Odisha and Jharkhand

Previous Assignments

Senior Sales Executive - Distribution , Zee Turner Ltd - Jamshedpur, India	Feb 2002 - Dec 2002
Senior Sales Executive - Sales , Turner International India Pvt. Ltd - Kolkata, India	Jul 1999 - Jan 2002
Sales Executive , Torrel Cosmetics India Pvt. Ltd - Kolkata, India	Sep 1998 - Jun 1999
Sales Executive , Business India Information Technology Ltd - Kolkata, India	Jun 1996 - Aug 1998

Responsibilities across Career Span

- Lead and direct the sales team to meet or exceed sales revenue, sales profitability and budgetary objectives; develop an annual plan for the sales department and set expectations for the volume of sales to be achieved.
- Develop and implement effective strategies to promote the TV Channel bouquet, to cover all major markets.
- Create an optimum mix of marketing methods, subscription plans and distribution models through diverse channels.
- Maintain knowledge and awareness of competing products/services to formulate effective plans to motivate key accounts to sustain them and grow the customer base.
- Periodically appraise the performance of sales teams, resolve departmental problems, and communicate change in business strategy, sales and marketing plans, and revision in targets as per management directives.
- Organize regular market studies, analyse findings to gain insights of market trends, competition and consumer behaviour for effective strategizing of long- and short-term plans.
- Participate in developing annual sales forecasts, business plans and marketing budgets, monitor performance against plans and budgets, identify and analyse variances and implement corrective action plans.
- Supervise and mentor departmental staff, evaluate performance and provide training and development for improving overall performance and productivity.

Education

Bachelor of Commerce - Accounting , Calcutta University	1992 - 1995
Indian School Certificate Examination - Accounting , Don Bosco Park Circus	1990 - 1992

Seminars / Workshops

- Leadership Workshop by Manford
- I'm Possible by The Potter's Wheel

Personal Details

- Date of Birth: 22 Dec 1973
- Nationality: Indian
- Languages Known: English, Hindi, Bengali, Punjabi
- Passport No.: Z3022479 valid till 26 Jan 2025