

## Curriculum - vitae

**Gurvinder Singh**

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### **Career Objective**

**Seeking a career in a challenging, rewarding and learning-oriented corporate environment where I can enhance my management as well as social skills and can add value to the organization. My goal is to transit my creativity and experience of whatever fundamentals I have learnt with the objective of retaining and increasing customers of the company.**

**Total Experience: 14 Years**

### **The Troop Solutions May'2017 – Till the date Operation (PAN India)**

Handling the PAN India BTL operations for Troop Solution (BTL Agency).

Managing the Brand activations, for our Clients

Key activity drive to increase footfall, Offer communication, Long term and short term promotions

Instrumental in conducting BTL activities in high class apartments, ladies clubs & other institution to increase the quality of BTL activities thereby increasing the enquiries & the sales for our clients

Market research & analysis to gather information on competitor activity and update the same to our respective

### **Techno Kart India Ltd, (Videocon Group Company) Gurgaon      May'2016 – Apr'2017 BTL Lead (PAN India)**

Handling the PAN India BTL operations for Digiworld and Planet Mobile stores-Home Appliances & Mobile Handset Business-Retail Operations)

Managing the Brand activations at COCO and FOFO stores across the PAN India (36 COCO stores named as Planet Mobiles and 460 FOFO stores named as Digiworld)

Key activity drive to increase footfall, Offer communication, Long term and short term promotions

Budgets planning and allocation, preparing the marketing calendar (quarterly, half yearly and annual basis)

Cross functional coordination with the Team for effective and efficient activity planning.

Planning and Execution of Dealers meet and employees meet.

Vendor management -category wise vendor formation, audit, SOB analysis and periodic vendor evaluation.

Instrumental in conducting BTL activities in high class apartments, ladies clubs & other institution to increase the quality of BTL activities thereby increasing the enquiries & the sales.

Market research & analysis to gather information on competitor activity and update the same to the management

Preparing monthly reports, marketing plan for entire marketing & sales team

**KAIL Ltd, (Videocon Group) Greater Punjab – Punjab, HP, J&K  
June'2014 – April'2016  
Branch Marketing Executive**

Handling entire Greater Punjab circle BTL and ATL operations for KAIL Ltd (Sansui & Kelvinator) – Home Appliances Business. Managing a team of 56 ISDs to promote the Sansui/Kelvinator counter share on daily basis.

Ensuring the 100% brand compliance including Visual merchandising display, display of SKUs on shop front, deployment of BTL elements, day to day working on hygiene maintenance.

Managing the marketing budget and deliver marketing activity within agreed budget.

Planning and Execution of Dealers meet and employees meet.

Vendor management -category wise vendor formation, audit, SOB analysis and periodic vendor evaluation.

Instrumental in conducting BTL activities in high class apartments, ladies clubs & other institution to increase the quality of BTL activities thereby increasing the enquiries & the sales.

**Panasonic India Pvt Ltd, Ludhiana-Punjab Circle  
2014  
Team Leader** **January 2012 – June**

Handling a team of 120 FISs, coordinating with distribution network of size 132 and market size with 13223 CEHA dealers across the Punjab region.

Co-ordinate with secondary team of Punjab.

Handling the primary, secondary sale and marketing campaign of Brand Shop.

Identify and capitalize below the line communication activities in the span of branch and tailor them with respect to trade partners as to drive sales.

Manage the marketing budget and deliver marketing activity within agreed budget

Identify and implement the branding opportunities at dealer and outdoor locations.

Maintain healthy relationship with media, vendor's and trade partners.

Assist in consumer finance programs at exclusive stores, FIS and direct dealers.

Handling 120 FIS across Punjab.

Track FIS secondary Sales against assigned targets.

**Bharti Airtel Ltd, Chandigarh – Upper North  
Sales MIS Executive**

**October 2010 – Dec 2012**

To Prepare MIS for DTH New Sales on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH Paper Primary on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH Lapu Primary on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH Transacting Retailers on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH TSM SIP Achievement basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH Activating outlets on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

To Prepare MIS for DTH ISD Sales Report on daily basis at Upper North (Punjab, Haryana, Himachal, J &K) level

**Idea Cellular Ltd – Ludhiana Branch  
Collection Co-ordinator**

**25<sup>th</sup> March, 2007-12<sup>th</sup> October, 2010**

- To Prepare MIS for Bad Debt Projection, & tracking the movement of same on daily basis at Circle level
- To Prepare MIS for Churn Projection, & tracking the movement of same on daily basis at Circle level
- To prepare Daily MIS reports this includes analysis on Daily Reactivations from Barring & Suspension and other analysis, which are required by the management at Circle level
- Managing collection of postpaid subscribers of Punjab through field and backend teams
- Handling retention part of postpaid subscribers of Punjab
- Resolution to billing and collections disputes
- Waiver posting in customer accounts based on different scenario No usage, DPC, dispute resolution etc

**Reward and Recognitions**

- Have been 4 times Rewarded as “**Marketing Ka Rajnikant**” for consistent innovative approaches and maintaining the brand hygiene and guidelines across in Techno Kart India Ltd.

- Got the promotion within 6 Months from Zonal Marketing to BTL Lead in Techno Kart India Ltd.

### **Professional Development**

- Completed my **One Year Computer course in Year 2006 from Toor Computer Centre Jalandhar recognized by PSEB.**

### **Scholastic:**

- Completed graduation (B. A.) from Shobit University, Meerut(UP) with 72% marks.
- 10+2th from HSEB with 60 % marks.
- 10<sup>th</sup> from HSEB with 50% marks.

### **Personal dossier:-**

Name	: Gurvinder Singh
Father's Name	: Late S. Kuldeep Singh
DOB	: 16th Apr, 1986
Hobbies	: Punjabi Songs, Trveling
Address of Correspondence	: Gurvinder Singh C/O Sdn. Bhupinder Kaur : #3148, Singh Pura Colony, Barara, Distt-Ambala (Haryana)-133201
Permanent Address	: Gurvinder Singh C/O Sdn. Bhupinder Kaur #3148, Singh Pura Colony, Barara, Distt-Ambala (Haryana)-133201
Language Known	: English, Hindi
Nationality	: Indian
Marital Status	: Married

### **Declaration:-**

I hereby declare that all the above details are true to the best of my knowledge.

**Date:**

**Place: Barara, Ambala**

**(Gurvinder Singh)**