



A passionate business manager with over two decades of learning professional skills, awareness of main issues affecting a business and the ability to work with colleagues from different backgrounds and social settings

- 10+ years track record of successfully managing large accounts like **APPLE**, **UBER**, **SAMSUNG**, **UNINOR**, **AIRTEL** and **NOKIA** leveraging professional relationships to drive sales revenue through channel partners while working with MNCs like **INGRAM MICRO**, **BRIGHTSTAR** and **BRIGHTPOINT**;
- 13+ years in FMCG format working with **CASTROL** automotive lubricants
- 2 years Enterprise sales with **GODREJ & BOYCE** and **ECE INDUSTRIES**

Academic Credentials:

- 1989- 91 PG Diploma in Business Administration (Marketing)
Institute of Productivity and Management, Meerut
- 1986- 89 B Sc (Mathematics)
Meerut University

Experience:

- Mar20- May23 **Projects:**
- Business Start-up with friends
 - Process Flow set up and documentation with an NGO
 - Administration streamlining for a Construction Company
 - Product Management and Sales process gap identification with an IT Distributor

- Mar17- Mar20 **Group Business Manager**
Ingram Micro India Pvt. Ltd.

Responsibilities: E2E Business, Working Capital and Account Management

Business: Apple iPhone and Apple Accessories Sales & Distribution

Turnover: INR 3600+ crore in 2019 and growing in iPhone
 Added: Apple Accessories business in JFM 2020
 Team: 1 Sales Head, 4 RMs, 20 Account Mgrs (indirect report)
 Customers: 300+ Dtrs (APRs), Re-distis, LFRs and Online Partners

Key Accomplishments:

Ever Highest Sales Value achieved in Apple Accessories in JFM 2020

Reduced working capital deployment from 40 to 30 days through

- Inventory optimization (“10 Hub Model”)
- Stock movement optimization
- Aging inventory reduction and
- Reducing vendor receivables

- Mar16- Aug16 **Zonal Manager-North**
Mahindra First Choice Wheels Ltd.

Business: Apple iPhone and Apple Accessories Sales & Distribution

Turnover: INR 800+ crore in 2019 and growing in iPhone
 Team: 3 RMs and 17 ASMs
 Customers: 144 Franchise Dealers

Key Accomplishments:

Strengthened business relations by settling pending commercial issues with the Franchisees

Personal Information

- Location:** Gurgaon
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- Languages:** Hindi and English

SKILLS:

- E2E Business Management
- Business Planning and Execution
- Product Management
- Large Account Management
- Business Development
- Demand Generation
- Trade Incentives
- Vendor Management
- Team And Channel Development
- Distribution Management
- Demand Forecasting
- Inventory Optimization
- Sales Operations
- Conflict Resolution
- Training and Mentoring

Product Categories:

- Consumer Electronics (Mobile Phones and IT)
- Automotive Lubricants
- Office Equipment
- Transformers
- Miscellaneous

Jun14- Feb16	<p>Senior Manager Brightstar Corporation →BEETEL Teletech Ltd.</p> <p><u>Key Responsibilities:</u></p> <p>New Business Development, KAM</p> <p>(1) <u>New Business Development: “DRIVER SERVICES” (UBER)</u></p> <p>Turnover: INR 456 crore at inception Team: 1 Factory Head, 1 Tech. Head 3 Tech. Mgrs., 15 Execs Customer: 1: UBER</p> <p>(2) <u>New Business Development: “BuyBack and Trade-in”(BBTI)</u></p> <p>Developed E2E business model suitable for India</p> <p>(3) <u>New Business Development: “MobilePhone Sales-Airtel Stores”</u></p> <p>Turnover: INR 350 crore at inception Team: 60 TSMs ND TSEs Customer: 450 Airtel COCO Stores</p>
Nov13- May14	<p>Senior Zonal Manager-North Raj Petro Specialities Pvt. Ltd.</p> <p>Tripled turnover to @ INR 72 crores p.a. through 3 TSMs, 6 distributors and 1000+ retailers</p>
Jun14- Feb16	<p>Senior Manager BrightPoint India Pvt. Ltd.</p> <p>(1) <u>As Senior Manager: Retail Solutions</u></p> <p>New Business Development: B2C e-Ventures, Uninor FOFO Model</p> <p>(2) <u>As National Account Manager (Samsung CDMA)</u></p> <p>Set-up of a new business vertical in N, E & S India + LFRs Turnover: INR 429 crore per annum Team: 3 RMs, 14 SMs and 70 SEs Customer: 202 RDSs and 7500 Retailers</p> <p>(3) <u>As Regional Manager North (Nokia CDMA)</u></p> <p>Revived the business and enhanced to: Turnover: INR 150 crore per annum Team: 4 ASMs and 9 SEs Customer: 42 RDSs and 5000 Retailers</p>
Jul 07- Dec 07	<p>Ex. Assistant to Director Tea Promotions Tea Board of India- London Office</p> <p>Liaise with industry bodies in Europe for import of Indian Tea</p>
Jul 93- Feb 07	<p>Dy. Sales Manager Castrol India Ltd.</p> <p>Hardcore FMCG format distribution of automotive lubricants in rural and urban north Indian markets with a Turnover of INR 24 Crores per annum through 3 Distributors and 1200 dealers</p>
Jan 92- Jul 93	<p>Sales Officer Godrej & Boyce Mfg. Co. Ltd.</p> <p>Enterprise Sales of Office Equipment in assigned territory of Delhi</p>
Aug 91- Dec 91	<p>Sales Officer ECE Industries Ltd.</p> <p>Liaise with State Electricity Board for inspection of Transformers and Payment Collections</p>

High Points

CEO Reported toAll India Geography Managed3600 Cr. Annual Turnover

Organization Category Worked

14 YEARS BRITISH MNC10 YEARS AMERICAN MNCs3 YEARS INDIAN COMPANIES

GLOBAL EXPOSURE

05 YEARS REPORTED TO EXPATs03 YEARS WITH GLOBAL COLLEAGUES04 YEARS FOREIGN VENDOR REPs