YOGESH.3038@2freemail.com

### YOGESH

**Professional Work Experience:**

**Total Experience: 9years**

1. **Company: Uninor (Unitech Wireless). Tamil Nadu Circle (Mar’11 - onwards)**

* Manager UnR (CLM)
* Handling Usage & Revenue for Prepaid Customers.
* Product Formulation & Initiatives for increasing revenue & acquisition.
* To define, develop and launch segmented offers, programs and campaigns to increase usage & loyalty which directly leads to revenue enhancement.
* Special focus on Zero usage & Zero recharge customers.
* To Up sell and Cross Sell Special Tariff Vouchers.
* Formulation of Channel schemes to increase Second Recharge Penetration (SRC)
* Insight into competitor & Market Trends.
* Manage Information sources in market & Industry
* Product detailing & Data Mining’s.
* Handling 30 Seaters Local call centre.
* Product Promotion Activity through SMS,IVR,Tellecalling etc.

**2. Company: Videocon Mobile Ltd. (Aug’10 – Mar’11)**

* Product Manager (UnR and Acqusition - Circle – MPCG)
* Successfully Launched Videocon Mobile in MPCG Circle
* Product Formulation & Initiatives for increasing revenue & acquisition.
* Special focus on Zero usage & Zero recharge customers.
* Insight into competitor & Market Trends.
* Manage Information sources in market & Industry
* Product detailing & Data Mining’s.
* Merchandising Materials time to reach market & confirmation within 7 days of scheme launch.
* Revenue enhancement Month on Month As per given target.
* Product Promotion Activity through SMS,IVR,Tellecalling etc.
* Customer Movement Analysis.

**3. Company: TATA DoCoMo (Aug’09 – Aug’10)**

* Acquisitions – Prepaid / Postpaid (Circle – MPCG)
* Successfully Launched TATA DoCoMo in MPCG Circle
* Formulation of scheme for acquisition enhancement.
* Focus on Quality Acquisitions
* Successfully launched and promoted Home Zone.
* Data mining and product detailing
* Analyzing customer movement trend.
* Designing Retail engagement programme
* Special focus on FRC

**Achievements:**

Successfully launched Home Zone for TATA DoCoMo in MP Circle

**4. Company: Reliance Communications (Sept’07 - Jul’09)**

***U&R & Acquisition – Prepaid / Postpaid (Circle – MPCG)***

* Product detailing & Data Mining’s.
* Initiatives to increase Revenue
* Insight into our customer trends on specified parameters.
* Insight into competitor & Market Trends.
* Manage Information sources in market & Industry
* Merchandising Materials time to reach market & confirmation within 7 days of scheme launch.
* Product Promotion Activity through SMS,IVR,Tellecalling etc.
* Customer Movement Analysis.
* Coordination with National product team & hence Revenue driven Strategy.
* Feedback from the circle sales team & take corrective measures to drive overall revenue.
* Marketing communication for all the product related communication for consumers & retailers.
* Publication of monthly product booklet for circle.
* Segmented Customer Offers.
* Efficiently working with data mining In MS Access & Excel
* Marketing support to Clusters in terms of Sales Promotional schemes & designing customer acquisition Programme.

**Achievements:**

* Successful launching of postpaid plan
* Highest add-on pack penetration.
* Setting up of call centre for product marketing

**5. Company: Sahara India (Jan’03 – Aug’07)**

Worked as an Assistant Manager in the Central Management Command Centre based at Lucknow. This office operates as the Central Nerve System of the whole business group.

**Designation: Assistant Manager- Operations**

* Periodic Analysis of MIS reports of Air Sahara to ascertain its Performance and progress.
* Fund Monitoring and Coordination with Air Sahara offices all over India covering all the regular as well as special financial requirements and approvals.
* Scrutiny of proposals and Aircraft Acquisition
* Yield Management.
* Coordinating the Passenger Load Factor (i.e. Revenue Generation) with Air Sahara Offices
* I am also a member of the “Strategic Initiatives Group” which is assigned the responsibility of market research and market trend analysis of aviation sector for exploring new opportunities for Air Sahara.

**Achievements:**

* Looks through Business Plans development & annual budget planning.
* Developed a Low cost airline model for Air Sahara single handedly.
* Worked on Salary rationalization for the non-technical staff of Air Sahara in tune with the industry standards.

**6**. **Company: Indus Ford (Jul’02 – Dec’02)**

**Designation: Sales Consultant**

Worked with Indus Ford one of the largest dealers of Ford Cars in New Delhi as Sales Consultant.

**Responsibilities:**

* Institutional Sales.
* Direct Sales.
* Organized Road Shows.
* Handled customer inquiries and ensured Customer satisfaction.
* Generated more referrals and prospects for future business.
* Promoted service and body shop for the vehicles sold.
* Car Financing.

**Professional Qualification**

1. Completed MBA with specialization in Marketing from Jiwaji University in April 2002.

**Academic Qualification**

1. Completed B.Com from Jiwaji University in April 1999.

**Trainings:**

* Analysed the market potential for TATA Yellow Pages in Indore as a part of MBA summer Training Project. During the training period learned to apply the various marketing research techniques and analysed the market and consumer behaviour.
* Learned about the various financial products like Mutual Funds, Bonds, Demat Accounts and FDR’s during my training in ICICI Capital Services Limited, Gwalior.

**Co-curricular Activities:**

* Organized IT and Management Fair at Gwalior in association with Project India, an Event Management Company from Agra.(Sep,2001)
* Organized “*Magnafest*” at Institute of Management, Jiwaji University,Gwalior.(Nov,2001)

**Skills Set:**

* Corporate Planning keeping in view environmental opportunities and strength
* Strong analytical and creative skills
* Self motivated and self-driven person
* Procedural application of knowledge for planning, taking initiatives for implementing management’s decision

#