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Profile summary

24 + Years Rich experience in Channel Sales (Computer Hardware, Telecommunication & Memory Products), Business Development, Product Management ,Channel Management, Key Account Management and New Market Development with well-known Organization in Entire South India Market

Area of Expertise

Business Development

- Analyzing business potential, conceptualizing & executing strategies to drive sales, augment turnover and achieve desired targets.
- Deploying suitable market research tools to gauge market trends & competitor activities, consumer behavior etc. to gain a competitive edge.
- Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

New Market Development

- *Identifying new market segments and taps profitable business opportunities.*
- Evolving market segmentation & penetration strategies to achieve product wise targets.

Channel Management

- Identifying and networking with financially strong and reliable distributors / dealers networks, resulting in deeper market penetration and reach.
- Providing value added products at competitive prices with complete marketing, and other logistical support.
- Updating on the availability of new products catering to the industries.
- Driving sales efforts throughout sales force and distributor channels.
- Evaluating performance & monitoring channel sales and marketing activities.

Client Relationship Management

- Building and maintaining healthy business relations with clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.
- Interfacing with key influences among Corporate for ascertaining requirements, making presentations and delivering need based product solutions.
- Supervising customer service operations for rendering quality services; providing first line customer support by answering queries and resolving their issues.
- Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
- Maintaining excellent relations with partners to generate avenues for further business.

Sales Promotions / Brand Management

- Devising & implementing marketing activities for successful launching of new products.
- Designing & managing brand image building and product awareness campaigns.
- Providing direction to execute promotions/launches in sync with local characteristics.

- Ensuring maximum brand visibility and capture optimum market shares.
- Managing corporate communication, brand image building & product awareness campaigns.

Team Management

- Managing a gamut of tasks including manpower planning, recruitment, induction and training of the team members, this includes dealers and in-house sales personals.
- Determining training needs & conducting programs to enhance efficiency in overall operations towards the accomplishment of overall corporate objectives.
- Leading and managing the performance of Field Force to ensure efficiency in business operations.
- Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.

Career Scan

Zebion Infotech Pvt Ltd
Designation: National Product Manager
Duration: June-22-Till Date

- ⇒ **India's leading IT Peripherals, Consumer Electronics & Mobility Imports with their Own Brand Name and distributor in Market. Which has Presence in All most all Location in India**
- ⇒ Managing IT Peripherals business for PAN India with the Team of 88 Sales People
- ⇒ Product Wise Inventory Planning
- ⇒ Managing relationship with Top 20 Partners in PAN INDIA
- ⇒ Managing Overall Profitability of business generated in Pan India
- ⇒ Managing Top Line & Bottom Line of Product
- ⇒ Reporting to Managing Director of the Company

Career Scan

Compuage Infocom Limited
Designation: Sales Manager Consumer Business (Components)
Duration: Oct-2015-June-2022

- ⇒ India is Leading IT & Mobility distribution Company with three decades of Excellence & Much more. Compuage Infocom is the distribution giant that Creates Opportunities for Components and Enterprises advancement for its Channel Partner sand acts as Strategic Link between Vendors and Channel Partners by Catering to SMB & Mid-size Partners, Large Enterprises across Various Industry Verticals.

Key Responsibilities and Achievements:

- ⇒ Responsible and all decisions and Planning for Sales & Marketing Promotions across Karnataka State Monitored and Guided team of 20 Resources that includes account Managers , Marketing and Sales team
- ⇒ Established Strong rapport with Existing Industry and Channels which includes, but not limited to Partners, agents and brokers it is accepted that these relationship will produce deal floe to the Sales team that it would not have otherwise Closed.
- ⇒ Build and Maintained relationship with Exiting list of Channel Partners & Enterprises Accounts in Region in the Most Performing industry verticals like IT Hardware and Software, Large Format Retail (LFR) and E-Commerce. Established new relation Ship with other industry

Enterprises determine if any alliance or Partnership can be formed for additional Sales Opportunities.

- ⇒ Effectively Managed Profit and Loss Balance Sheets to Ensure meeting Revenue and Profitability targets

Account Managed

E-Commerce Business &, Large Format Retail (LFR)

- ⇒ **Flip Kart**
 - ⇒ **Amazon (Appario Retail)**
 - ⇒ **Pai international**
 - ⇒ **Girias Investment**
- ⇒ **Awarded as Best Sales Manager for 2016 – 17**

Compuage Infocom Limited
Designation: Product Manager
Duration: Jan-2014 Oct-2015
Location: Mumbai

- ⇒ Managing Life Style Product for Pan India (Creative & Edifier)
- ⇒ Managing Procurement of Products from Vendor
- ⇒ Inventory Planning
- ⇒ Managing relationship with Principal Company
- ⇒ Managing Over all Profitability of business generated in Pan India
- ⇒ Managing Sales of Pan India
- ⇒ Managing Top Line & Bottom Line of Product
- ⇒ Reporting to Vice President Business
- ⇒ Maintaining relationship with top Partners in India

Compuage Infocom Limited
Designation: Business Development Manager.
Duration: Jan-2011–Oct-2013
Location: Bangalore

Key Responsibilities and Achievements:

- Responsible for achieving top line & bottom line of the regio
- Managing South India Market for Computer Hardware 'Odyssey' with a team of 14 Sales Professionals. Handling 14 Branches in Entire South. Working with 40 + Distributors.
- Forming strategies and managing all Brand promotional activities in Entire South India to augment the sales and business of the organisation.
- 40+ Channel Partners (Resellers / Dealers & Distributors)
- 300% Business Increase from Channel Sales from 76 Laks to 2.5 Cr. per Month.
- Hiring and negotiating with outsourced activity team and sales persons for timely completion of marketing/promotional activities.
- Appointing Sales Professional were ever required
- Responsible for PL Accounts on Biz
- Strategic Scheme Planning & Implementation
- Identifying and appointing a distributor in Regions.
- Stock Planning and Sales Forecast.
- Creating market for new products.
- Appointing new channel partners as per market requirement.

Significant Highlights:

- Successfully Changed Biz into Distribution Mode in Entire in South within Six Month
- Appointed More then 40 + Distributors With in a Period of 6 Months.
- Biz has been grown up to more than 80 % Compare to earlier.
- Eight Service Centre has been opened with in This Periods & Service has Stabilized.

⇒ **Awarded as best Performer for JAS -2012 for Achieving 3.24 Cr in the Month of JULY -2012**

Intex Technologies India Ltd Bangalore,

Designation: Regional Sales Manager

Duration: April-2010-Jan 2011

Location: Base Location was in Bangalore / Managing South India

Key Responsibilities and Achievements:

- Managing South India Market for Computer Memory Business with a team of 8 Territory Managers and 6 Executives, More Then 20 distributors and augment the sales through them.
- Forming strategies and managing all Brand promotional activities in Entire South India to augment the sales and business of the organisation.
- Hiring and negotiating with outsourced activity team and sales Persons for timely completion of marketing/promotional activities.
- Creating market for new products.
- Appointing new channel partners as per market requirement.
- Primary Sales and Collection.

Salora International Limited Bangalore

Designation: Area Sales Manager

Duration: Since Sept-2007-April-2010

Location: Base Location was in Bangalore / Managing Karnataka & Andra Pradesh

Key Responsibilities and Achievements:

- **Handled Products Like Acer TFT , Moser bear Computer Hardware , Samsung PHP , Mercury & King Max Memory Products (Memory Cards , Rams & Usb Drives)**
- Managing Emerging Business Karnataka & Andra Pradesh with a team of 2 person's, 15 distributors and augment the sales through them.
- Market mapping for new products launch.
- Forming strategies and managing all Brand promotional activities in Karnataka & Andra Pradesh to augment the sales and business of the organisation.
- Hiring and negotiating with outsourced activity team and sales personas for timely completion of marketing/promotional activities.
- Conducting detailed market study to analyse the latest market trends and tracking competitor activities and providing valuable inputs for fine-tuning for selling and the marketing strategies.
- Creating market for new products.
- Appointing new channel partners as per market requirement.

Significant Highlights:

- Successfully launched New Product King Max Memory Cards & Usb Drives in Karnataka & Andra Pradesh Market in my exclusive channel.
- Appointed More than 20 Partners With in a Period of 3 Months.
- Achieved Quarterly targets average 130 %.
- Got Promotion within Six Month as Regional Manager for South 1: Karnataka & Andra Pradesh

▪ **Awarded as Star Performer of the Year in 2007 & 2008**

M/S Bhawar Life Style Bangalore.

Designation: Sales Manager (Karnataka)

Duration: Feb-2010-Sep-2011

Location: Base Location was in Bangalore / Managing Karnataka

Key Responsibilities:

- **Handled Products PDA Phones (O2 , HP I packs & I mate PDA Phones)**
- Bhawar Life Style is Local Based Company having distribution Network all over Karnataka for PDA Mobile Phones
- Managing major accounts and Board Basing channel in the region.
- Backup support and direct coordination between distributors and channel partners
- Coordination for various channel schemes to the channel partners
- Owning various Marketing programs and executing for Channel partners
- Handling various queries being first point of contact for PDA Phones for (Karnataka Region)
- Managing Karnataka market with 6 distributors and 1100 dealers and augmenting the brand visibility and sales through them.
- Forming strategies and managing all Brand promotional activities in Bangalore to augment the sales and business of the organisation.
- Hiring and negotiating with outsourced activity team and sales personal for timely completion of marketing/promotional activities.

Significant Highlights:

- **Successfully launched New Product HP I Packs in Market.**
- Appointed Modern Trade, Chain Stores and Electronics Dealers.
- Conducted Mall Kenapy promotions for increasing market penetration.
- **Best Performance award "EXCELLENCE AWARD "For the period of March - 07 From HP**

M/S Numeric Communication Services Bangalore

Designation: Senior Sales Executive

Duration: April 2001 – Jan '2006

Location: Base Location was in Bangalore / Managing Karnataka

Key Responsibilities:

Numeric Communication Services is Local based Distributor for Sony Ericsson Mobile Phones & Sony Ericsson Mobile Accessories for Karnataka.

- Marketing and sales responsibilities for Karnataka region
- Managing major accounts in the region
- Promotion of products through mailers, newsletters and telemarketing
- Appointment of Franchise agents in potential areas for better market reach
- Plan distribution for smooth material flow with major customers
- Key communicator within the sales teams and head office
- Maintaining tab on accounts receivables
- Handling 250 Sub dealers, reporting all the sales achievements and planning for augmentation through them.
- Providing timely and structured feedback from distributors, customers, dealers, and sales team to higher officials.

Significant Highlights:

- Achieved a contribution of sales with Rs.45 Lacks revenue from new appointed distributor at high potential unrepresented areas.
 - Escalate the active dealer base by 3 times in the assigned territory within a period of 3 months.
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Educational Qualification

Diploma (Electronics)

Ghousia Polytechnic Bangalore in the Year: 1996

Additional Qualification & Training

- Eight Months Basic Training in B.E.L in the Field of Electronics
 - 45 days Sales promotion Training in Panasonic mobiles.
 - Six Months Basic Training in Computers
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Passport Details

- Passport Number: **W6843495**
 - Date of Issue: **03/11/2022**
 - Expiry Date: **02/11/2032**
 - Issued Place: **Bangalore**
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Personal Vitae

Date of Birth : 14th Dec 1975

Address : MBR SHANGRI LA No: C709, Harsha Layout
Kengeri Satellite town, Mysore Road, Bangalore - 560060

Languages Known : English, Hindi, **Arabic**, Kannada, and Tamil

Place: Bangalore

Date:

(IMRAN PASHA)