

Purnendu Kumar Singh

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Career Summary

A result driven business professional with 24 years of unique experience in Merchant Acquisition (POS/IPG/DA/UPI) and FMCG, with expertise in Strategy, Business Development, New Business Incubation.

Equipped with hands-on management style, I have led strategic roles, fostering an environment for open communication and teamwork. I have successfully developed large teams and grown the business portfolio in mature as well as start-up environment to drive sustainable growth.

Adept at navigating complex business landscape and with a people first approach, I have been responsible for Business Development, Relationship Management, New Product Launch, Market Expansion, Appointing Distributors, Bank sign up.

Regional Manager | MRL Posnet Pvt. Ltd (a Worldline Company) | Aug 2015
Sep 2023 | Kolkata and North East

Company profile

MRL is a group of company which deals in (Retail, Trading, Hospitality) Through MRL Posnet, company sale EDC/POS terminals to our Bank partner for credit and Debit card transactions. On Oct 2017 MRL sold 100% stake to Worldline India Pvt. Ltd.

Job profile

- Set target for UCO Bank and Allahabad Bank with help of Bank officials.
- Distribute target to ZO office and provide adequate training about POS terminal.
- Reconciliation of non-credit merchant/Disputed Transactions.
- Monthly invoice settlement from Bank Head Office.
- Complete the GOI compliances and implement new policy in our system.
- Checking of merchant document/agreement for signature.
- New application lodgement through ERP.
- Handling merchant related issue.
- Launching the new products.
- Follow up with other Nationalized Bank, Private Sector Banks and Co Opp. bank for sign up.

Additional responsibility

- Handling PNB and UCO Bank North-East India since Feb 2021 to Sep '23.
- Handling 18 FOS (Field Officer Staff)
- New Product Launch (DA, IPG/UPI(Static and Dynamic QR)
- Product campaign for increase the sales number.
- Visit ZO/CO/Branches and Merchant location too.

Regional Manager | EMVANTAGE Payments Pvt. Ltd | Oct 2014 to June 2015 |
North India

Company profile

EMVANTAGE is a PCIDSS certified online payment gateway company. Through this gateway company providing many services to e commerce customers i.e., Mobile Payment, Facebook buy button, Pay Now, EMI Option, QR Code, WhatsApp based payment.

Job profile

- Handling a team of BDM and Management Trainee.
- Participate in events for lead generation.
- Web Site and Document checking.
- Monitoring transactions flow through CRM (Customer relationship management)
- Month wise Target for set-up fee and number of closer.
- Banks follow up for Payment Gateway.

Career Objective

Looking for a rewarding career opportunity with growing professional organization, where I get an opportunity to work on challenging customer engagements using the state of art technology, in a way that allows me to express my creativity, new ideas and ways of thinking.

With a rich history of delivering measurable results and a commitment to excellence, I am poised to bring valuable insights and leadership to the next phase of my professional journey.

Key highlights

- Annual Turnover handled: 12Cr
- Team size handled: 90 (Bank Official)
- Manage 3100 bank branches and ME
- YoY growth achieved revenue: +10%
- YoY growth in the POS installations: +12%
- No of new products launched: 7 (EMI, Sodexo, Cash@POS, IPG, NETC, UPI and DA)
- No of large key accounts Handled: 2 (UCO bank and Allahabad Bank)

Achievement

- Participated in RFP for Allahabad Bank and converted as a business partner.
- Successfully launched POS for UCO bank and Allahabad Bank Pan India.
- Converted Allahabad UP Gramin Bank as a partner Bank.
- Converted Paschim Banga Gramin Bank as a partner Bank.
- Introduce IPG, NETC (National Electronic Toll Collection), Cash@POS for Allahabad Bank
- Introduce Cash@POS, EMI, Sodexo for UCO Bank

Key highlights

- Annual Turnover handled: 0.50Cr
- Team size handled: 05
- YoY growth achieved revenue: +10%

Area Sales Manager | MRL Posnet Pvt. Ltd | Oct 2009– Sept 2014 | North India

Company profile

MRL is a group of company which deals in (Retail, Trading, Hospitality) Through MRL Posnet, company sale EDC/POS terminals to our Bank partner as well as Direct Retailers for credit and Debit card transaction and Value Added Services.

Job profile

- To generate revenue by selling terminal (POS) and monitor
- Market and competitor analysis to develop new market strategy
- Managing Banks ZO/RO as well as Branches of Corporation Bank, Karnataka Bank, Karur Vysya Bank, Tamilnad Mercantile Bank
- Instrumental in launch and establishment of MRL Brand in Delhi & NCR Market
- Handling Sales Executive and Team Leaders
- Checking of merchant document/agreement and scan to HO.
- Handling merchant related issue.
- Run campaign for increase the sales number.

Territory Manager | Indepay Networks Pvt. Ltd. | Oct 2007 to May 2009 | Delhi & NCR

Company profile

Indepay is an innovative e-product distribution Company. Focused on Railway ticketing, Air ticketing, Mobile recharge, DTH Recharge and Bill Payment.

Job profile

- Setting up an efficient distribution channel in Delhi and NCR.
- Manpower management. (Two Sales officers and 20 DSA - Sales/technical.)
- Gathering market intelligence, Customer satisfaction and retention.
- Achieved the target of Terminal selling and Transaction.
- Handling the HCL distributor for selling terminal.

Sr. Sales Executive | Oxigen Services (India) Pvt. Ltd | Nov 2006 to Oct 07 | Delhi

Company profile

Oxigen is a Joint Venture with “the prepaid company” (South Africa). Company focused on Mobile Recharge, DTH Recharge, Bill Payment. Railway / Air Ticket, etc.

Sr. Sales Officer | G.D. Food Mfg. (India) Pvt. Ltd. | Oct 2003 to Oct 2006 | Delhi

Company profile

G.D. Foods is a Delhi base company, which has popular Brands is Tops (Pickle, Ketchup, Custard, Jam etc.)

Job profile

- Sales through a well-established Distribution network.
- Developing, managing distribution network and appointing New Distributor.
- Developing and motivating RSA
- Taking feedback from the competitors and provide to our superiors.

Additional responsibility

Delhi, NCR, Haryana, Punjab, Himachal, U.P. for Promotional Activities.

Key highlights

- Annual Turnover handled: 0.75Cr
- Team size handled: 60
- YoY growth achieved revenue: +10%

Achievement

- Successfully launched MRL into Delhi & NCR Market.
- Converted Nobal Co Operative bank as a business partner

Key highlights

- Annual Turnover handled: 0.25Cr
- Team size handled: 20
- YoY growth achieved revenue: +12%

Achievement

- Successfully launched Indepay into Delhi & NCR Market.

Key highlights

- Annual Turnover handled: 0.30Cr
- Team size handled: 10
- YoY growth achieved revenue: +10%
- No of large key accounts onboarded:

Key highlights

- Annual Turnover handled: 0.40Cr
- Team size handled: 08
- YoY growth achieved revenue: +10%

Sales Officer | PEPSICO (Frito-Lay India | Feb 2000 to May 2003 | Himachal Pradesh and East Uttar Pradesh

PEPSICO (Frito-Lay India) is a multinational company, which has popular brands Lays, Lehar, Uncle Chips, Kurkure.

Job profile

- Sales through a well-established Distribution network.
- Developing, managing distribution network and appointing New Distributor.
- Developing and motivating RSA
- Taking feedback from the competitors and provide to our superiors.
- New product launch
- Formulation and implementation of promotion plans, schemes for the channel

Sales Representative | Debam International (P) Ltd | Feb 1999 to Feb 2000 | Delhi

Company profile

It is a MNC company which deals FMCG sector with strong brand *Potato Crackers*

Job profile

- Sales through a well-established Distribution network.
- Developing, managing distribution network and appointing New Distributor.
- Launch new product

Skills

- Strategic Planning and Execution
- Team Leadership and Development
- Market Analysis and Expansion
- Budget Management and Cost Control
- Client Relationship Management
- Negotiation and Contract Management
- Data-Driven Decision Making
- Sales Forecasting and Reporting

Education

- PGDSM from NIS (National Institute of Sales and Marketing) New Delhi. (1996 to 1998)
- Completed Graduation in Political Science (Hons.) from Magadh University, Patna. (1991 to 1995)

Personal Details

Date of Birth: 28-08-1972

Father's Name: Sh. L. P. Singh

Languages Known: English, Hindi and Bangla (Oral)

Gender: Male

Marital Status: Married

Address:- Delhi NCR(Sahibabad)

Key highlights

- Annual Turnover handled: 0.60 Cr
- Team size handled: 10
- YoY growth achieved revenue: +10%

Key highlights

- Annual Turnover handled: 0.05Cr
- Team size handled: 05

Strengths

- Self-motivated & Enthusiastic
- Ambitious and goal oriented with clear vision.
- Consistent performance.
- Team Building Skill
- Channel Sales and Marketing Research.
- Marketing, Sales and Distribution Network.