



£12M Territory. 5,000 New Accounts. 15% YoY Revenue Growth.

End-to-end territory marketing, distribution management and GTM execution for one of India's largest telecom operators, driving consistent growth in the New Delhi capital market.

Territory Revenue: £12M

Team: 14 Direct Reports

New Delhi Capital Territory

5G + Airtel Black Launch

KEY PERFORMANCE HIGHLIGHTS

£12M Annual territory revenue New Delhi capital market	+15% YoY revenue growth Consistent year-on-year	5,000+ New accounts onboarded 5–7% above target MoM	14 Direct reports managed Cross-functional field team	<2% Churn rate achieved Well below industry avg 4%	4 Distributors managed 15+ retail outlets covered
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SCOPE OF ROLE

- Owned and managed the full New Delhi capital territory P&L
- Led a team of 14 field marketing and sales executives
- Managed 4 distributors and 15+ retail touchpoints end-to-end
- Executed new product launches for 5G and Airtel Black bundles

STRATEGIC FOCUS

- GTM strategies for new customer acquisition and churn reduction
- Competitor mapping against Vodafone Idea and Reliance Jio
- Promotional budgeting and campaign execution at territory level
- Distribution channel optimisation for maximum retail penetration

PERFORMANCE SNAPSHOT



LANDMARK PRODUCT LAUNCHES

<p>Airtel 5G Launch New Delhi Territory Rollout</p> <p>Led end-to-end GTM rollout of Airtel 5G across New Delhi. Coordinated distribution, retail training, promotional campaigns and field activation to drive early adoption in a highly competitive telecom market.</p>	<p>Airtel Black Bundle Quad-play Convergence Campaign</p> <p>Executed the Airtel Black launch, a bundled broadband, mobile, DTH and OTT service. Targeted high-value households with door-step activation, combo deals and referral incentives, driving strong first-quarter uptake.</p>	<p>Competitor Response GTM Jio and Vi Counter-Strategy</p> <p>Designed rapid-response campaigns to counter Jio and Vodafone Idea pricing moves. Competitor mapping intelligence built targeted retention offers and acquisition bundles that protected territory market share.</p>
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DISTRIBUTION NETWORK

4 Master Distributors Full territory coverage across New Delhi
15+ Retail Outlets Direct managed touchpoints
Channel Training Product knowledge and upsell programmes
Stock and Visibility Planogram and shelf share management

TEAM LEADERSHIP

14 Direct Reports Field execs, channel managers, promoters
Weekly Reviews Performance tracking and target alignment
Incentive Frameworks KPI-linked reward structures for field team
Onboarding and Coaching New hire training and mentoring programmes

"Consistently delivering 5–7% above monthly acquisition targets while managing a £12M territory, leading a team of 14 and executing landmark 5G and Airtel Black launches across New Delhi's most competitive telecoms market — against Jio and Vodafone Idea."