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FALCON ID # 42390

Telecommunication / Manager

Residential Country : India Nationality : India  
Resume Title : Head- Marketing Notice Period : 1 Days

## EDUCATION

Qualification	Institute / College /university	Year	Country
Me/m.tech		0000	Not Mention

## CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Head- Marketing	Reputed Company	India	08/2009	/
Manager- Marketing	Percept Picture Company	India	02/2008	06/2009
Manager ? Sales And Promotion	White House Productions Limited	India	05/2002	01/2008

## ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary (Monthly In Usd): Not Mention Expected Salary (Monthly In Usd): Not Mention

Additional Skills :

Work Experience:

AMB Talent Media Pvt. Ltd.  
From August 1 2009 till date

## Head- Marketing

The Company has launched a B2C portal, namely, abmeribaari.com, to cater the acting and singing talent by facilitating online auditions for a role in Films, Television and online talent competitions.

### Key responsibilities:

1. Involved in the overall promotional activities of the website.
2. Manage the BTL activities for the promotion of the website along with its budgeting and PR activities.

Executed promotional event such as, "Talent Hai toh Cash Le Jaa" in Mumbai and a singing Talent Contest in Vadodara where Suniel Shetty was the chief guest.

At present, working on a dance competition in Surat and Ahmedabad, to be judged by Saroj Khan (Ace choreographer).

3. Involved in designing the master plan to promote the website under the leadership of Mr. Preet Bedi (Ex-director-Lintas and CEO- Percept Picture Company). Also, monitored the ATL activities such as the media planning for the TVC and Print.
4. Liaise with various agencies such as PR, Print and vendors.

## Percept Picture Company (PPC)

(A leading studio engaged in the production and distribution of Films).

From February 2008 till June 31 2009

### Manager- Marketing

Involved in the process of planning and execution of the publicity and promotion of seventeen films of various scales.

### Key responsibilities:

1. In charge of the overall publicity designs of films for OOH, print and electronic publicity of the film.
2. Identifying event opportunities and BTL activities for various film promotions.  
Some event ideas to my credit:
  - a. Music launch of the film Ru Ba Ru at "Tsumani"- An annual event of Lala Lajpatrai College, Worli.
  - b. Funfair for children at Infinity mall, Andheri, wherein we promoted our film, Dashaavtar.
  - d. Drawing competition for children of Ryan International Schools for the promotion of animation film Jumbo.
3. Involved in the budgeting and scheduling of the ATL and BTL activities.

Developed excellent rapport with various agencies and vendors and exposed to various activities of other divisions of Percept such as-

P9 - an integrated marketing agency for the promotion of films.

Percept Talent Management (PTM) who are the business managers for top celebrities.

PDM – an event management company.

PR Agencies- Percept Profile, Rahi Communication, Spice and 9 Winds.

## White House Productions Limited

May 2002 till January 2008

Manager – Sales and Promotion

The company is in the business of production, acquisition and distribution of film and television software. The Company has produced Hindi feature film, titled, Mr. White Mr. Black. The film starred Suniel Shetty and Arshad Warsi in the lead role.

#### Responsibilities Involved-

1. Headed the Electronic distribution (satellite and video) network of the company. Involved in buying and selling of Video and satellite rights of Feature films in all languages.
2. Designed the marketing plan for Mr. White Mr. Black and interacted with various agencies and vendors.
3. Involved in its publicity designing.
4. Roped in Videocon Industries Limited, Next Retail Outlets and City Limousine (I) Limited in the cross promotion of the film.

#### Goldmines Media Limited

September 1994 up to March 2002

Manager – Sales and acquisitions

The Company, earlier incorporated as Tabassum International Limited, was involved in Television software, stage shows and Event Management. The Company organized stage shows under its Banner, 'Tabassum Hit Parade' at the National and International level. The Company went public in year 2000 to produce television and acquire television rights for the feature films.

#### Responsibilities involved:

Involved in the making of Daastaan-e-Ishq, an epic serial for Doordarshan and selling of the Free Commercial Time (FCT).

Getting sponsors for the Event shows.

Identifying owners and negotiating for satellite rights of Hindi and regional films. The Company owns satellite rights for more than 200 films.

#### Additional Information :

##### Educational Qualifications

MASTER IN MANAGEMENT STUDIES (M.M.S.) Prin. L.N. Welingkar Institute of Management Studies and Research, Mumbai University (1994)

BACHELOR OF ENGINEERING (B.E. CIVIL)

Victoria Jubilee Technical Institute (V.J.T.I.), Mumbai University (1991)

##### Computer Skills

Basic software: MS Office.

Advanced software: Editing softwares, Photoshop and Corel draw.

##### Other activities

Writing and direction- Written a screenplay for Marathi film, titled, Pora Laagli Kaamaala. The film, directed by Devendra Pem, will go on floor in February 2011.