

NIMITT BHATT

SALES & MARKETING LEADER

Go-to-Market, Pricing and Demand Generation | Telecom, D2C and Digital | 20+ Years
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INR 20 Cr+ annual revenue at Jio	INR 15 Cr+ MTS annual revenue	25% ARPU growth at MTS	126 retail centres linked to D2C
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PROFILE

Sales and marketing leader with 20+ years of linking customer insight, positioning, pricing and distribution to revenue. Ran product and pricing for MTS in Gujarat, then built Jio's Gujarat D2C business from zero and closed as Deputy General Manager with INR 20 Cr+ in annual revenue. Has led on-roll teams of up to 150. Since 2024, has run digital demand programmes for 25 clients in India and the UK through SEO Rise. Trained in digital marketing and communications at MICA.

CORE EXPERTISE

Sales & Marketing Strategy | Go-to-Market (GTM) Planning | Product Marketing & Pricing | Customer Segmentation & Market Research | Brand & Campaign Management | Channel Development | Digital Marketing & Demand Generation | SEO, AEO & Google Ads | Content & LinkedIn Marketing | E-commerce & Conversion | Key Account Management | CRM & Marketing Automation | Marketing Analytics & Reporting | Sales Team Leadership

PROFESSIONAL EXPERIENCE

SEO RISE Ahmedabad | Nov 2024 - Present

Independent Consultant, Sales, Marketing & Growth

Marketing and growth advisory for 25 owner-led businesses in India and the UK.

- Advise business owners on target customers, positioning and growth priorities. Scope each engagement, run delivery and review the results.
- Plan SEO, local search, AI-search visibility (AEO/GEO), content, LinkedIn and Google Ads around buyer needs. Connect landing pages and e-commerce stores to enquiry capture and sales follow-up.
- Build CRM and marketing automation workflows for lead qualification and nurturing.
- Delivered 15+ content assets for Aviteus Healthcare, 25+ website pages for Aviteus Business Solutions and four product pages for Taraon Global.
- Baskets of Joy: rebuilt the e-commerce site with eight city pages and ran local search and Google Ads. The case study reports **1,053+ monthly Google interactions** and **4,156 monthly profile views**.

RELIANCE JIO INFOCOMM LTD. Gujarat | Apr 2015 - Oct 2024

Three Gujarat mandates over nine years: enterprise and channel sales, direct SMB acquisition, and D2C with retail-linked distribution.

Deputy General Manager, Sales & Marketing Sep 2023 - Oct 2024

- Owned **INR 20 Cr+ in annual revenue** across Enterprise, SMB, IoT and D2C. Led 3 territory managers and the Gujarat partner channel against revenue and pipeline targets.
- Recruited, onboarded and activated a partner channel of **40 channel sellers**, then kept them selling through product training, joint business plans, lead sharing and performance reviews.
- Added **20,000 IoT connections**. Largest single enterprise deal: **INR 50 lakh**.
- Set quotas, territory plans and monthly forecasts. Reviewed pipeline, conversion and partner performance to set field and account priorities.
- Ran the full sales cycle across connectivity, cloud and mobility, including Internet Leased Lines (ILL) and JioAirFiber: needs assessment, proposal, negotiation, closure, activation and renewal.

Deputy General Manager, D2C & Digital Home Delivery, Gujarat Apr 2015 - Aug 2023

- Built Jio's Gujarat D2C and home-delivery business **from zero**: launched in Ahmedabad, then scaled across Gujarat to about **INR 10 Cr a year**.
- Linked web and app demand to **126** urban and rural retail centres.
- Handled about **2,500 orders a day** at an 83% average delivery completion rate.
- Tripled per-store productivity** from 4 to 12 units in 18 months and took coverage into tier-2 and tier-3 markets.

- Hired and trained **200+ field staff**. The operating model became a national benchmark within Jio.

Head, SMB & Enterprise Sales, Gujarat (parallel mandate)

Apr 2016 - May 2018

- Built a **200-member direct sales organisation** across Gujarat and promoted 14 team leaders from within.
- Acquired **20,000 SMB connections in one year**, adding **INR 50 lakh in monthly recurring revenue**, with 120%+ quarterly quota attainment.
- Cut the sales cycle **35%** through CRM automation and funnel reviews. Cut sales attrition **30%** through structured coaching.

MTS

Gujarat | Dec 2010 - Mar 2015

Senior Lead, Product Management

- Owned prepaid voice and data products, pricing and promotions for Gujarat, using customer usage and recharge data.
- Grew data-card subscribers **35%**, ARPU **25%** and product adoption **40%**.
- Generated **INR 15 Cr+ in annual revenue** through commercial programmes.

EARLIER CAREER | 2003 - 2010

Aircel Ltd. | Deputy Manager, Value Added Services

Aug 2010 - Dec 2010

- Ran college-channel programmes in four cities. Grew SIM and VAS gross additions 11% month on month and ranked **No. 1 nationally** in unique app downloads.

Vodafone Essar | Product Manager, Enterprise Data & Mobility

May 2008 - Aug 2010

- Owned enterprise data and mobility products for **200 corporate accounts** worth **INR 1.8 Cr in monthly recurring revenue**, including Adani, Zydus Cadila, Claris Life Sciences and the Government of Gujarat.
- Doubled BlackBerry postpaid activations through corporate and retail channels.
- Built a mobile order-entry solution that let a pharmaceutical client's field representatives place orders on site.

ICICI Securities | Branch Manager

Jul 2007 - May 2008

- Opened and led a branch of nine relationship managers. Ranked **No. 1 nationally** in online mutual fund sales, at INR 75 lakh in monthly investments.

Hutch | Fedora Solutions | Tata Teleservices | Corporate Accounts & Business Development

2003 - 2007

- Hutch: **90% account retention** and **20 new enterprise wins**. Fedora Solutions: improved US medical billing receivables 11%.

EDUCATION

PG Diploma, Digital Marketing & Communications | MICA, Ahmedabad

2021

MBA, Marketing & Information Technology | Schiller International University

2001

B.Com | L.J. Commerce College, Gujarat University

2000

Also taught marketing at college level.

AWARDS, CERTIFICATION & TOOLS

Awards: Jio Outstanding Performance Award (twice) | MTS Golden Award (twice)

Certification: Six Sigma Green Belt

Sales & CRM tools: Microsoft Dynamics 365 | GoHighLevel | LinkedIn Sales Navigator | Apollo | Google Ads | Google Business Profile

AI & automation: Claude | Claude Code | Zapier | n8n