

Guest Lecture by Mr.Sanjay Belawal

MD & CEO Bell Consultancy & Director- Business Development My Dental Plan

Mr.Sanjay Belawal visited GBS Campus to address III sem Marketing students on 2nd Nov-2016 attended by 973rd Semester MBA students.

He covered the following topics.

For any Telecom Operator it is a huge Challenge to cover every nook & corner of a city. Huge Challenge in rural market as cost of Infrastructure is very high. So my device served dual purpose.

1. How Retail Channel for ONIDA and made inroads into rural markets and captured the market share from the leader BPL in Consumer Durables.
2. What difficulties faced in managing Bharti Mobile Ltd branch operations for Hubli, Dharwad, Belgaum, Karwar, Bijapur, Gadag distribution for prepaid division.
3. How he spearheaded all Sales, at Reliance Infocomm Ltd Marketing & Customer Care activities for Wireless & Wireline business to generate revenue of 60 Crores per annum. Achieved 1000 Subscribers in 10 days & appointed 8 DSA's & 200 Agents to set-up 34 Branded retail outlets & 2 Web world showrooms in Mysore.
4. How DTH has changed consumer TV viewing experience and impact on cable operators.
5. How revolution in mobile phone communication has affected STD/ISD telephone booths business in India.
6. How data card changed usage of internet in India.

Along with this he also emphasized on domain knowledge and career path for management students.

He was welcomed by Dr.Anilkumar.G.Garag Director Global business School Hubli and introduced by Dean Academic Dr.Mohammed Jameel.N.Manik

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