



# KAPIL KUMAR BANSAL

Government institutional Manager

With over two decades of specialization in hospital sales and government tendering, my career is marked by a profound understanding of the healthcare industry and an unwavering commitment to excellence. Merging expertise in pharma sales with a keen eye for strategic tender management, I aspire to leverage my comprehensive experience to contribute significantly to institutional business development. I am passionate about creating robust relationships and driving sales growth within the hospital and healthcare sectors, always aligning with the overarching mission and vision of the organizations I serve.

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## PROFESSIONAL SUMMARY

- Over 20 years of experience in hospital sales, specializing in government sales and tendering, including E-Tendering processes and GeM operations.
- Extensive knowledge of the pharma/healthcare industry, with a focus on government institutional tender business across all levels of government in India.
- Proficient in managing technical and commercial queries for government bodies and vendors, adept at contract and customer relationship management.
- Proven track record in sales growth, having successfully positioned products as leading brands and received awards for exceptional performance.
- Expert in relationship management, tender management, government contracting, and key account management, with a customer-focused approach.

## TECHNICAL SKILLS

Critical thinking & problem solving customer relationship Distribution channel management Dealing with Ambiguity

## WORK EXPERIENCE

### Institution Sales Manager

Vantive healthcare Pvt Ltd- Baxter (INDIA) Pvt Ltd (Feb 2019 - Present)

Independent responsibility for managing the tender participation process, strategic pricing, resource allocation, and commercial activities

- Steered the entire Government Institutional Tender Business for Hospital products at Regional level covering all Central Govt., State Govt., Local Bodies, PSUs, Semi-Govt., and Govt. Funded Autonomous Institutions
- Generated revenue worth 35 Cr annually for hospital /PD products through govt channel for Renal Business portfolio (Ventive)
- Participated in 20+ major tenders & 50 medium to small tenders annually with 100% technical clearance & 70% success rate; achieved all major tenders MCGM, Haffkins, GMSCL, MPPHSCL, CGMSC, DHS & affiliated Hospitals, Army, ESI, CGHS, AIIMS, etc.
- Managed entire distribution network; appointed new Distributors / Liaison / Business associates for various Govt. Institutions
- Responsible for identifying tender opportunities & creating an alert system for prospective tenders to pursue in India
- Liaised with multiple government health agencies like DGAFMS, Railways, ESIC, PSUs and state health centers, for ensuring appropriate business generation, documentation clearance and marketing licenses
- Created new accounts by product inclusion in institutional device formularies and partnering in state government projects in PPP mode
- Built and maintained strong relationships with key institutional customers and governmental representatives
- Enabled participation through accurate documentation and submission of tenders and rate contracts within defined timelines
- Connected government stakeholders to build a strong image of Baxter as a valued partner of state-of-the-art devices & services

#### Achievements:

- Successfully positioned various products as leading brands in the assigned markets
- Received various awards for increasing sales and driving results

### Institution & Tender Manager - Pan India

ASCENSIA DIABETES CARE INDIA PVT LTD (May 2018 - Feb 2019)

- Set up New institution Business by arranging documentation from various stakeholders as per Govt tender requirement
- Explored Business portfolio in key account and educated team on institution Business
- Built Tender support system with stakeholders for Generating revenue govt Channel

### Sales Manager (Tender Management) - India

Baxalta Bioscience Pvt Ltd (Jan 2016 - May 2018)

Led the tender participation process, including planning, negotiation, and stakeholder management

- Supported Tender participation for Generating revenue worth USD 34.50 Million annually for Hemophilia products
- Involved in entire tender participation process, ensuring timely supply of Finished Goods as per tender requirement
- Participated in 50+ major tenders & 100 medium to small tenders annually with 100% technical clearance & 70% success rate
- Managed distribution network; appointed new Distributors / Liaison / Business associates for various Govt. Institutions
- Identified new business opportunities, product registration among Drug authorities and Govt. authorities
- Generated \$25M business in 2016 through Albumin Portfolio by contracting with key accounts like ILBS, AIIMS, PGI, etc.
- Strengthened entire Hemophilia business through strategic initiatives

#### Achievements:

- Achieved 70% success rate in tender participation
- Generated \$25M business in 2016, contributing significantly to the company's Hemophilia portfolio

## **Institution Manager - North**

**BAXTER India (Jan 2014 - Dec 2015)**

Full responsibility for managing the tender sales and strategic account relationships in the Northern region

- Managed all tender sales for Government Institutions for all 5 divisions of Baxter India within Northern region
- Generated business revenue worth USD 1.5 Million per month
- Established strong relationships with key institutional customers like AIIMS, ILBS, GTB, SGPGI, etc.
- Achieved status as Highest Contributor in Institutional sales Pan India

### **Achievements:**

Business Unit received 'Business of the Year Award' in 2014 for generating nearly 50% of the company's sales

## **Area Sales Manager - AP & Karnataka | Institutional Sales**

**BAXTER India Pvt Ltd (H.Q.: Hyderabad) (Jul 2010 - Dec 2013)**

- Generated business revenue worth INR 30 Lacs per month; managed a team of 6 Key Accounts Managers
- Achieved major tenders for the product range of Anesthesia, Parenteral Nutrition and closed-system IV bags (VIAFLEX)
- Earned highest incentives in year 2011 in the company and got nominated as a 'Star Performer'
- Won 'Star ASM Award' in MD Specialty for 2012 and shared team recognition for the Star KAM award

## **Key Account Manager | Institutional Sales**

**BAXTER India Pvt Ltd (H.Q.: Gurgaon) (Jun 2005 - Jun 2010)**

- Launched and established Western UP region with Anesthesia, Critical Care and Oncology products
- Increased market share through VIAFLEX campaign, PMS / Anesthesia audiovisual program and Aerrane demonstrations
- Selected as 'SUPRANE Brand Champion' to guide others

## **Territory Manager**

**NICHOLAS PIRAMAL INDIA LIMITED (H.Q.: Meerut) (Feb 2002 - May 2005)**

- Interacted with Hospital Administrators and Anesthesiologist to grow sales and implement marketing activities
- Launched and successfully enhanced sales from 0 to 5 lacs per month

## **Sales Officer**

**ICI PHARMACEUTICALS (Acquired by Nicholas Piramal India Limited) (H.Q.: Kanpur) (Aug 2000 - Jan 2002)**

Launched Anesthesia / Antiseptic Hospital Supply Products for Western UP

## **Assistant Quality Control Officer**

**PODDAR TYRES LTD (Aug 1999 - Jul 2000)**

- Selected as Management Trainee for Production and Quality Control department to ensure quality of tyres and tubes
- Promoted to manage all MIS reports and implement initiatives for better plant management

## **EDUCATION**

**Post Graduate Diploma in Plastics Processing Technology (1998 - 1999)**

CIPET, Chennai

**B.Sc., Bachelor of Science in Industrial Chemistry (1994 - 1997)**

Rohilkhand University, Bareilly (U.P.)

## **CERTIFICATIONS**

- Procurement policy& process based on GFR,GeM& Eprocurement (2021)

## **ACHIEVEMENTS**

- Generated significant annual revenue, notably 20.9 Cr for hospital products in North & West zones with PD & CRRT portfolio in year 2023 Support Tender Business of USD 34.50 Million for Hemophilia & Albumin products with 1 member team.
- Led tender participation with a high success rate, achieving 100% technical clearance and 70% win rate in major and medium tenders.
- Star performer TBM for year 2002-2003  
Star Award' Key Account manager for three consecutive years - 2007/2008/2009  
Star ASM Award' in Business on all India for year 2012  
Certificate of well done in sept 2017 for on time, High quality filling of all the tenders  
Star award Sales manager-channel for the year 2020 with consecutive nomination in 2021 & 2022  
Various Award on culture leaver on Strong Collaboration, speed, courage from Business leaders

## **PROJECTS**

### **CRRT Therapy Inclusion in CGHS**

- Collaborated with business team for recommendation letter from Key opinion leaders
- Submitted proposal & aligned with CGHS HQ
- Identified channel partner for follow-up for meeting at CGHS HQ
- Participated in committee formation for proposal discussion & principal technical approval with key stakeholders
- Followed up through Liaison Officer and addressed queries & objections

### **Regulatory Document Fitness**

- Monthly connect with RA team on Document Fitness
- Supported other Sales Managers on specific tender requirements

- Guided tender coordinator for different tender clauses

## SKILLS

**Core Competencies:** Tender Management, Revenue Generation, Account receivables

**Soft Skills:** Communication, Teamwork, Leadership, Problem-solving, Collaboration & Courage, Speed

## HOBBIES

Playing cricket to foster teamwork and competitive spirit.,

Staying updated with current affairs to maintain awareness of industry and global trends.

## LANGUAGES

English, Hindi