



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.

Mobile: 91-9000856781 E-mail: kbansal2@yahoo.co.in Address: New Delhi, IN DOB: 12-08-1977
www.linkedin.com: [www.linkedin.com: www.linkedin.com/in/kapil-bansal-2084a4102](https://www.linkedin.com/in/kapil-bansal-2084a4102)

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 Mangement, Revenue Genration, 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

Created By Outspark