

# Top PVR Marketing Professional Arindam Pal Joins Xperia Group as Business Head – Integrated Sales

Category: Business

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Having carved a distinct niche for itself in offering innovative, creative and futuristic solutions to clients in on-ground promotions, **Xperia Gruoup** has been registering an impressive growth trajectory over the years adding on impressive and distinguished clientele. With an ambitious expansion underway, the Group is joined by top Marketing professional of PVR – Mr Arindam Pal. Mr Pal joins Xperia Group as Business Head – Integrated Sales.



## **Top PVR Marketing Professional Arindam Pal Joins Xperia Group as Business Head – Integrated Sales**

Armed with a Management degree from Indian School of Business (ISB) with a robust sense in sales management, analytical task management skills, Pal has had a chequered career in marketing and sales spanning over 24 years across sectors viz. Media (TV, Radio), Cinema, Banking, Financial Services and Telecom Industry. He has a strong edge and expertise to transform businesses with a sharp focus in steering his competitive Go-to-Market strategies, policies and SOPs for driving sales, accelerating YOY business growth. Pal has been ensuring customer delight and accomplishing multi-digit revenue increase while working with top notch organisations like PVR INOX Ltd (VP), Fever FM & Radio One (VP & Operations Head), Bharti Airtel Ltd., Religare Finvest Ltd, Times Business Solution Ltd. HDFC Bank etc.

Speaking on his new role at **Xperia Group**, **Mr Pal** said, *“I am indeed happy to join a professionally managed Group like Xperia. My role in Group is cut out to drive growth, create niche and effective solutions and expand multiple-fold using*

*creative, technological advancements. The market has huge potential and offers immense opportunities with creative and out-of-the-box ideas to delight clients. The team has good expertise and I am confident that we can take the growth story of Xperia Group to the next level."*

According to **Mr Saibal Gupta, Managing Partner & Chief Executive Officer – Xperia Group**, *"We are delighted to have a seasoned marketing profesional like Arindam in our team. Arindam comes with cutting-edge marketing solutions, expert knowledge and sound delivery. His versatility in delighting clients is a well-known fact in various industries and we are looking forward to delight our clients too."*

