

# Abhirup Guha Roy

**Address:** Flat no.-A2, Kallol Abasan Samabay Society Ltd., AL-37, Street No.-16, AL Block, Action Area-1, New Town, Kolkata - 700156

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## Expertise Areas & Skills

- ✓ Marketing skills
- ✓ Creative thinking
- ✓ Sales
- ✓ Problem solving and negotiation skills.
- ✓ Managing different contractors and ensuring smooth execution of site activities
- ✓ Knowledge in preparation, studying & implementation of GA Drawings, Hook-up drawings
- ✓ Experience of preparing work scope and resource allocation plan.
- ✓ Knowledge of project execution at all phases.
- ✓ Compliance to HAZOP, OISD, Safety Guidelines.
- ✓ Functional Design Specification preparation.
- ✓ Develop As-Built Drawings & Documentation.
- ✓ Perfect in Administrative work
- ✓ Planning & monitoring.
- ✓ Billing
- ✓ Leadership.

## Strengths

- ✓ Integrity & Ethics
- ✓ Leadership
- ✓ Teamwork
- ✓ Training
- ✓ Verbal & Written communication
- ✓ Continuous Improvement
- ✓ Will to learn

## Career Objective

A thorough professional with a positive / pro-active attitude and achieving business excellence through continuous improvement.

## Work Experiences

### Organization: Kansai Nerolac Paints Ltd.

(June'19 to Present)

#### Designation – Territory Sales Officer

(Sep'2020 to Present)

#### Territory – North Bengal, Sikkim, Bhutan

#### Role – Decorative Paints (Wood Coatings)

#### Responsibilities:

- ✓ Responsible for sales, marketing, pricing, training, inventory management, and distributor agreements of wood coating products for the entire region with more than 350 retailers/distributors under the territory.
- ✓ Achievement of Primary and Secondary sales.
- ✓ Achieving distribution objectives.
- ✓ Ensuring proper merchandizing, scheme tracking and competitor analysis.
- ✓ Maintaining excellent trade relations with distributors, retailers.
- ✓ Taking localized initiatives to improve sales & merchandizing.
- ✓ Annual sales budgeting and forecasting.
- ✓ Motivation and training of distributor sales team.
- ✓ Opening new markets/unrepresented areas.
- ✓ Maintaining proper records for sales, distribution, claims and other business data.
- ✓ Report & feedback of the entire business and suggesting ways of improving it to the Area Sales Manager (Siliguri Depot) and General Manager – Wood coatings division (HO).

#### Achievements:

- ✓ Appointed 3 new secondary sales peripherals to help primary sales outflow.
- ✓ Appointed 1 OEM.
- ✓ 1 site conversion.

#### Designation – Territory Sales Officer

(June'2019 to Sep'2020)

#### Territory – South Kolkata

#### Role – Decorative Paints

#### Responsibilities:

- ✓ Developed and expanded territory through prospecting and lead generation, thus increasing customer base and exceeding sales quotas. Provided a professional and excellent level of customer service with existing and new.
- ✓ Handle all facets of territory including: sales, marketing, pricing, training, inventory management, and distributor agreements.
- ✓ Lead product training classes instructing dealers and end users on all features and benefits as well as key selling points.
- ✓ Achieving assigned targets within stipulated timeline.

## IT & Software skills

- ✓ MS Office
- ✓ C
- ✓ AUTOCAD

## Training and projects

- ✓ Vocational training done at Indian Oil Corporation Ltd, Mathura Refinery 19/06/2009 – 18/07/2009
- ✓ Annual Project done on Temperature Control And Data Logging System and implementation of RC5 and RS232 communication protocols.
- ✓ Industry Visit To “ANMOL INDUSTRIES”
- ✓ Summer Internship at ITC Ltd. On Distribution Coverage Status of ITC Ltd. & Unique Outlet Billed.

## Hobbies

- ✓ Active involvement in sports
- ✓ Reading novels
- ✓ Travelling
- ✓ Proficient in martial arts
- ✓ Photography

## Known Languages

- ✓ English - Speak, Read, Write
- ✓ Hindi - Speak, Read, Write
- ✓ Bengali - Speak, Read, Write

- ✓ Analyze local market trends and competitive actions to develop strategic plans to grow sales volume and market share within top paints companies of the country.
- ✓ Created an in-depth territory analysis presented to upper management to identify opportunities to expand market share.
- ✓ Down the line workforce training and management.
- ✓ Maintaining good trade relationship.
- ✓ Created marketing plan to meet goals, prepare daily reports.

### Achievements:

- ✓ Appointed 5 new retailers with a cumulative potential of Rs. 3.5Cr.P.A.

**Organization: L&T Hydrocarbon Constructions & Pipelines Ltd. (May'15 to Apr'17)**

**Designation – Instrumentation Execution Engineer (Site)**

**Role – Planning (Site Execution)**

**Client:** Reliance Industries Limited, Jamnagar

**Project:** ‘Pet Coke Gasification Unit’- J3 Project.

### Work Areas:

- **Project Planning** – Job schedule planning, Project Execution Planning, Material flow- 90 days look ahead for material purchase, Material Requisition, Material Procurement, Material Co-ordination, Material Issuance to Sub-agency, Manpower movement, Joint Measurement Report with client for each month, Maintaining daily progress report & daily manpower report, Weekly and monthly meeting with engineers and supervisors.
- **Preparation of Monthly Sign-off Plans which includes the targets needed** to be accomplished every month for executing the project as per the PEP.
- **Ensuring** highest standards of Safety & Quality. Quality assurance and quality control.
- **Day to day monitoring of scheduled activities at site and deployment of necessary manpower** for smooth operation.
- **Record keeping and tracking of project materials and machineries** received at site for the project and planning further look ahead for required materials.
- **Coordinating with client** and generating reports for smooth execution of project within delivery schedule.
- **Sub-contractor and Client Billing.**
- **Supervision** of cable tray erection and cable laying in the plant.
- **Installation & commissioning** of various instruments like Flow transmitters, Flow indicators, Level transmitters, temperature transmitters, RTD's, Skin type thermocouples, pressure transmitters, differential pressure transmitters, pressure & temperature gauges

## Personal Details

### Permanent Address:

Flat no.-A2, Kallol Abasan  
Samabay Society Ltd.,  
AL-37, Street No.-16, AL Block,  
Action Area-1, New Town,  
Kolkata - 700156

**Date of Birth:** 06<sup>th</sup> June 1987

**Gender:** Male

**Nationality:** Indian

**Passport No:** S7858170

**Passport Validity:** 24/10/2028

**Current Location:** Siliguri,  
West Bengal, India

**Preferred location:** None

**Organization:** Technip India Ltd.

**(Nov'14 to Jan'15)**

**Designation – Instrument Engineer (HO)**

**Client :** JBF Petrochemical Limited, Mangalore

**Consultant:** Technip India Ltd.

**Project:** JBF Petrochemical Complex

### Work Areas:

- **Detailed study of field instruments and preparation of related engineering documents.** Review of Material requisition, scope of supply, JSS, Instrument data sheets, JB/Cable schedule, Hook up drawings, layouts etc.

**Organization:** Technip India Ltd.

**(July'14 to Nov'14)**

**Designation – Instrument Engineer (Site)**

**Client :** Hindustan Petroleum Corporation Ltd., Visakhapatnam

**Consultant:** TOYO Engineers India Ltd.

**Project:** Hydrogen Generation Unit & Diesel Hydrotreater Unit

### Work Areas:

- **Commissioning assistance to multi-discipline commissioning** group by performing preventive and breakdown maintenance of installed instruments round the clock during commissioning of HGU & DHT Units.

**Organization:** Technip India Ltd.

**(Apr'14 to July'14)**

**Designation – Instrument Engineer (HO)**

**Client :** Nghi Son Refinery and Petrochemical Limited

**Consultant:** Foster Wheeler Energy Ltd.

**Project:** Nghi Son Refinery and Petrochemical Complex

### Work Areas:

- **Engineering of field instruments and related engineering activities** including preparation of Material requisition, scope of supply, JSS, Instrument data sheets, JB/Cable schedule, Hook up drawings, layouts etc.

**Organization:** Technip KT India Ltd.

**(Nov'12 to Mar'14)**

**Designation – Instrument Engineer (Site)**

**Client :** ONGC Petro-additions Ltd. (OPaL), Dahej, Gujarat

**Consultant:** Engineers India Ltd. (EIL)

**Project:** Butene-1 Generation Unit

### Work Areas:

- **A Greenfield Project, Working for TECHNIP FRANCE as the main contractor -towards Calibration, Installation and commissioning of various field instruments** – Radar Level Transmitters, Displacer Type level Transmitters, Temperature Transmitters, Motor Operated Valves, Control Valves, Pressure Safety Relief Valves, Thermocouple, Skin Thermocouples, Pressure Transmitters, DP Transmitters, Temperature Transmitters, Loop Power Indicators, etc.
- Studying and implementing GA Drawings, Hook-up drawings, etc.
- Impulse Piping & Tubing.
- Supervision of loop cable laying and cable tray work in the plant.

- Loop Checking and setting process parameters using Hand-held Calibrator.
- Coordinating with M/s EIL & M/s OPaL personnel.
- Complying to HAZOP, OISD, Technip set of safety guidelines under Technip Safety Officer.
- SAT, Resolving of all punch point activities, Troubleshooting of Instruments where required.
  - ✓ Documentation
  - ✓ Functional design specifications (FDS)
  - ✓ As Built Drawings & Documentation
  - ✓ Format Raising as approved by M/s Engineers India Limited.
  - ✓ Daily Progress Report Generation
- Final documentation and handing over to client.
- Preservation of various instruments till provision of utility and feed by client.

**Organization: Technip KT India Ltd.**

**(Feb'11 to Oct'12)**

**Designation – Instrument Engineer (Site)**

**Client** : Hindustan Petroleum Corporation Ltd., Visakhapatnam

**Consultant:** TOYO Engineers India Ltd.

**Project:** Hydrogen Generation Unit & Diesel Hydrotreater Unit

**Work Areas:**

- Supervision of Fabrication and Erection of pipeline skids for various installations of new flow instruments.
- Calibration of various instruments like Flow transmitters, Flow indicators, Level transmitters, temperature transmitters, RTD's, Skin type thermocouples, pressure transmitters, differential pressure transmitters, pressure & temperature gauges.
- Installation of various instruments like Ultrasonic Flow meters, Thermal Flow meters, Magnetic Flow meters, Differential Pressure Transmitters, Orifice plates & Assemblies, Temperature & Level Transmitters, Gauges.
- Supervision of PWHT, DP Test and Hydrotest for various piping skids.
- Supervision of cable tray erection and cable laying in the plant.
- Complying to HAZOP, OISD, TECHNIP set of safety guidelines under Technip Safety Officer.
- Record keeping and tracking of various materials received at site for the project.

## Education Qualification

- **Degree – MBA** (Batch 2017-19)  
Major / Minor: Marketing / Finance  
Institution: EIILM, Kolkata  
University: Vidyasagar University
- **Degree - B-TECH.** (Batch 2006-10)  
Discipline: Applied Electronics and Instrumentation Engineering  
Institution: Heritage Institute of Technology  
University: West Bengal University of Technology

I hereby declare, the information provided above is genuine and true to the best of my knowledge.

Place:.....

 Signature

Date:.....

Abhirup Guha Roy