



## Mriganka Chatterjee

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***Accomplished, achievement-driven and results-oriented in Sales & Marketing/Business Development with a leading organization in Finance, Retail, Optical, & Skill India Initiatives***

### **Professional Profile**

- **A competent professional** an impressive **22 years experience** with an exceptional understanding in Sales & Marketing, Business Development, Channel Management and Team Management across **Finance**, Retail, Optical & Skill India Initiatives through PMKVY, DDUGKY, & Other 3<sup>rd</sup> party Assessments & Liaisoning with Govt Officials
- Significant exposure in implementing competitive sales programs to increase product awareness and enhance business growth. Proficient in strategy formulation by in-depth study of inputs given by market research team & fine tuning strategies to ensure wider market reach and penetration of unexplored markets.
- Deftness in establishing a reliable and effective channel network thereby enhancing market reach and penetration for business excellence.
- An effective communicator with strong leadership skills, logic and analytical abilities coupled with strong interpersonal skills.

### **Areas of Expertise**

#### **Strategy Planning / Business Operations**

- ⇒ Optimizing segment wise & product wise customer base revenue enhancement as well achieving the business for the year on monthly basis.
- ⇒ Formulating and effectuating innovative plans and policies for sales / business generations by achieving the highest pinnacle of client satisfaction.

#### **Sales & Marketing / Business Development**

- ⇒ Driving sales strategies to achieved primary as well as secondary sales, value and volume targets.
- ⇒ Forecasting weekly/monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
- ⇒ Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune marketing strategies.

#### **Channel Management**

- ⇒ Identifying and networking with financially strong and reliable Dealer / Stockiest / Channel Partner, resulting in deeper market penetration and reach.
- ⇒ Developing new channel partner□s as well attaining expansion of existing market share by adding new retailers.

#### **Brand Management**

- ⇒ Building brand focus in conjunction with operational requirements and ensuring maximum brand visibility and capturing optimum market shares.

- ⇒ Handling product development and new product launches to widen the product portfolio and generate exceptional sales volumes.

### **Team Management**

- ⇒ Leading, monitoring and reviewing the performance of sales team members to ensure efficiency in operations and meeting of individual & group targets.
- ⇒ Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members

### **Professional Experience**

**GKB Rx Lens, Fab India Overseas Ltd, Mansukh securities, Karvy Stock Broking, Lakshmishree Securities & Investment, Max Growth Capital. Vibgyor Allied Infrastructure Ltd, & Navriti Technology Ltd**

**May'1997—February'2020.**

**Worked as an Asst Centre Manager & Cashier at GKB RX LENS (P) Ltd. Kolkata Sales Office□. (India'sNo-1 Optical Lens (Manufacture & Exporter.) (May'97 – Sept'01)**

#### **Job Responsibility:**

- Daily Cash handling (Payment to the local creditors & Receiving payment from Debtors).
- Computer entry for cash sales and daily stock & inventory control.
- Meet the valuable customer & suppliers for solving various types of dispute regarding sales & payment.
- Through knowledge in local markets and good relation with the Opticians as well as the doctors.
- In absence of the Centre manager take Full responsibility of the Sales office and administration.
- Adequate experience in handling large amount of cash and Credit Card at different fairs organized by Company
- Looking after the daily banking activity (Totalling & computing daily deposit forms & balances of the books.
- Reporting directly to GM Sales & Director Marketing for cash & bank, as well as daily stock status.

**Joined as an Tr. Accounts Assistant in the year 1996□May at GKB RX Lens Ltd.**

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**Worked as Cashier at Fab India Overseas (I) Ltd□. Manufacturer of Handloom Garments Having branches at all over India & aboard (Jan'02- Feb'2005) at Kolkata South Branch**

#### **Job Responsibility:**

- Handling large amount of cash & Credit Cards, Gift Vouchers and Daily cash Reconciliation.
- Preparation of Daily Sales Statement. Cash & Bank Statement
- Checking of Discount & Scheme Chart.
- Looking after the daily banking activity (Totalling & computing daily deposit forms & balances of the books.
- Vendor Negotiation & Payment.
- Coordination with staff & management.
- Looking after the Way Bill part.& Coordinating with the Sales tax Authorities

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**Worked for Mansukh Securities & Finance Ltd□. Member of NSE, BSE, NCDEX, MCX □ as an Asst Branch Manager at Dalhousie Branch-Kolkata From April'2005-August'2009**

#### **Job Responsibility:**

- Looking after the Daily Branch Activities, co-coordinating with the Retail Clients and Dealers.
- Developing & Managing the Sub Broker & Franchisee Channel..
- Generating Business from the B2C & Franchisee channel as to make them profitable for the Co
- Also heading the alternative channel promotion like □Seminars/ FC Channel Meet
- Looking after the entire franchisee (B2B) operation in Eastern Region.
- Resolving Client queries in coordination with HO,
- Having expertise in Mini Admin Operation
- Reporting to Director Marketing & CMD

## **Job Responsibility**

### **As Regional Business Head[RBH] at Kolkata Regional Office**

- Handled a team and held responsible for developing business volume.
- To achieved primary and secondary sales value and volume targets.
- Conducted BA's meeting and given targets beat wise, day wise & SB's achievement monitored daily basis.
- Monitored and managed daily activities STOCK.
- Chaired weekly team meeting. Responsible for monitoring sales levels on a weekly and monthly basis
- Managed, Motivated, Training and leading team of 18 people on the field for better & effective performance.
- Able to quickly understand customer needs and to implemented timely and cost-effective.
- Continuously give feedback to the HO team on the progress of the business through formal reports
- Conducted Monthly Review Meetings.

Developed and Managed Sub Broker & Franchisee Channel in **entire West Bengal**  
Generating Business from the Sub-Broker & Franchisee as to make profitable for the co  
Resolving Franchisees queries & **Compliances** in co-coordinating with H.O on regularly

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### **Worked for LISPL" Mumbai Based leading Stock Broking company in India) as BDM West Bengal {Jan2011-September 2012} as Business Manager for East & NE**

#### **Job Responsibility:-**

Looking after entire East Zone specially districts of West Bengal ... B2B, B2C service  
Recruit & Develop them to generate business and profitable for co.  
PMS{Portfolio management Services}given advice to HNI for Daily & Monthly Trading.  
Channel Development, Franchisee Development, and Acquisition of New Channel Partner /Sub Broker  
Arrange different seminars and guide to the existing clients or new clients and develop them  
Reporting to Director Marketing & CMD

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### **Worked at Max Growth Capital [P] Ltd (Leading Stock Broking Co) as "AVP(Sales)Mar'13-Nov'13 at Kolkata, WestBengal**

#### **Job Resonsibilities:-**

- Design Different schemes & Projects for Alternate Channel in Pan India Basis
- Design different profitable Schemes & Projects for the company in Pan India level.
- Projects are appreciable by the board of Directors and implemented in Pan India
- Developing and Managing Sub Broker & Franchisee Channel in entire WB, Bihar & NE
- Investor Awareness program me for the masses for generating business as well as
- Compliance Issues governing by SEBI/NSE/BSE .in different seminars arrange by the SB/FC.
- Directly Reporting to VP[Marketing & Sales] & Directors.

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### **Worked at Vibgyor Allied Infrastructure Ltd as an Area Sales Manager at Andaman[UT] [Jan'14-Sept'14]**

#### **Job Responsibility:-**

- Develop sales and marketing strategies to drive sales growth in the assigned area.
- Manage the sales team for sales growth and revenue enhancement
- Conduct market research to understand competitors and market trends.
- Provide innovative ideas and suggestions to improve the market presence.
- Maintain relationship with existing customers for repeat business.
- Build sales culture and sale centric atmosphere among the team members.
- Conduct business plan review meetings with sales team.
- Develop creative promotional strategies to attract more customers.
- Develop performance improvement plan for sales team to meet performance goals.

**Presently** working at **Navriti Technologies Ltd** a Leading Assessment Body affiliated with **NSDC & various Sector Skill Councils[SSC] for PMKVY & Other** Assessment & Skill Development under NSDC as **Zonal Manager{ East&NE}** looking after the **West Bengal, Orissa, Assam, Meghalaya, Mizoram, Jharkhand, Tripura** since **6th Oct 2014** as **Zonal Manager** will be responsible for the following deliverables:

- Attending various meeting with Labour Commissioner & Secretaries regarding RPL & SSC on behalf of company
- Successfully Completed 8000+ numbers of RPL4 for RASCI & IIS SSC in Pan India [find out the interested companies and Signup of Mou's/LOI till Completion of the project]
- Handling day-to-day operations of the projects including site visits to ensure all assessment plans are in place and work closely with key stake holders under the project
- Raise invoice and update MIS for bill processing on time
- Liaisoning and establish relationship with LC and other Key stake holders like RDAT / QA Bodies/ TP's/ DGET & Various State Skill Missions Departments for solving various issue and processing on time
- Ensuring that the Pre and Post Assessment contract process are on abide by their roles and responsibilities under Stipulated time frame.
- Independently coordinate and manage Center Audit & Assessment in PMKVY in Beauty & Wellness, Leather, F&F, Hospitality, Plumbing, G&J, Iron & Steel, & BoCW in Construction in Eastern Part Of India.
- Successfully completed 3 BnW projects in West Bengal as PM overall conduct 26000 candidates assessments.
- Liaisoning with college & School authorities for Career Map and the university on an ongoing basis to book revenue for new products.
- Initiate business proposal with state skill development missions
- Prompt communication and resolving issues pertaining to the project
- Provide weekly progress reports to GM & CEO.

## Scholastics

### ACADEMIC QUALIFICATION :

NAME OF THE EXAMINATION	BOARD / UNIVERSITY	YEAR OF PASSING
(i) PGDip in Business Admin [PGDBA]	Annamalai University	2015
(ii) B. Com	Calcutta University	1995
(iii) Higher Secondary (Com)	W.B.C.H.S.E.	1992
(iv) Madhyamik	W.B.B.S.E.	1990

**Proficient with Computer (Microsoft Word, Excel, and PowerPoint)**

### : ACHIVEMENTS:

**Best Performer 2000**. From GKB\* & NTPL for 2019

**\*Appreciation Letter from Mansukh for 2006 & NTPL for 2016\***

## Personal Profile

Date of Birth : 07<sup>th</sup> June 1972

Contact No : +91 9434263010/9831068605

PASSPORT : Having a Valid International Passport)-Valid Till 2022

Father' Name : Late Ramnarayan Chatterjee, Ex Sr Supdt SAIL/CMO/Kolkata

Address : 109 (A-60) New Raipur Road, P.O.Garia, Kolkata 700 084.

Languages Known : English, Hindi and Bengali

Current CTC : 8.30 Lakh (PA)

Expected CTC : Negotiable

**Mriganka Chatterjee**  
**Garia, Kolkata-700084**