**NIHAR RANJAN DASH**

1777, SHREE RADHE APARTMENT, FLAT-6, M.G ROAD, HARIDEVPUR, KOL-82

*+91- 8697537191  dashniharranjan05@gmail.com*

Dynamic Marketing professional with experience in business development, competitive market share expansion, Channel/Distribution management and leadership skills successfully achieving corporate goals.

**PROFESSIONAL PROFILE**

**SHRIRAM PISTONS & RINGS LTD**

ASST.SALES OFFICER - MARKETING (TRADE/AFTER MARKET)*(2ND JAN’16 to present)*

**Area(s) of Operation:** Kolkata & Satellite Towns

Responsible for Sales & Marketing for 2 Wheeler/SDE segment/Dealer network expansion/Demand generation/Issue solving

* Dealer Network Expansion – Primary/Secondary
* Meeting Monthly/Quarterly/Yearly business targets - PSS

***Leading Manufacturers***

***Piston***

***Rings***

***Engine Valves***

* Resolving market related issues pertaining to sales/products
* Monthly/Yearly Sales Planning – Segment/Dealer wise
* Material indent/SMS-NMS stock monitoring/Periodical Stock Audits
* MIS- Data Management through SAP
* Planning and execution of Sales and Promotional Activities

**JK TYRE & INDUSTRIES LTD**

SALES OFFICER- MARKETING *(15TH July 2013 to 16th Dec 2015)*

**Area(s) of Operation:** MALDA, BERHAMPORE, UTTER & DAKHIN DINAJPUR

Successfully led the team and channel partner towards market expansion and growth in terms of revenue and profitability.

* Leading a team of four CNF Staff at malda CNF.

***Tyres, tubes & flaps products***

***Pioneer of Radial Tyres in India***

***One of the Top OEM suppliers***

* Responsible for sales and collection target for MALDA CNF along with handling the service issues.
* Increased SDS for Malda CNF.
* New dealer appointments and revival of Old channel partners.
* Conducted various Customer and dealer initiative programs to increase demand.
* Successfully revived and initiated business development in malda territory.

**AREA OF EXPERTISE**

* SAP- Data Management
* Market Segmentation/Expansion
* Market Issue Resolution
* Leadership
* Strategic Planning & Execution
* Achieving Corporate Goals

**ACADEMIA**

**Post Graduate Programme in Management (2011-2013)** from Lovely Professional University, Jalandhar, Punjab – **Specialization: Marketing**

* Work in live project for on “formulation of country wide digital marketing campaign using SNS & google analytics for Videocon telecommunication Ltd’’. During my MBA.

**Bachelor in Commerce (2007-2010) from** Sambalpur University, Odisha – Rajendra (Auto) college.

**SKILLS, HONOURS, INTERESTS**

* Fluency in 4 languages- *English, Hindi, Oriya, Bengali*
* Good knowledge in MS Word, Excel, PowerPoint presentations
* Recognition in Dramatics
* Prizes in Sports Competitions
* Cricket & swimming

**PESONAL DETAILS**

* Permanent residence : Ambandh Pada/ Titilagarh/ Balangir/ Odisha/767033
* DOB: 5th April’ 1990
* unmarried

I hereby declare that the above particulars mentioned are true to best of my knowledge & believe.

**NIHAR RANJAN DASH**

**KOLKATA**