

# ALIND GUPTE



## OBJECTIVE

Seeking senior level assignments in Strategic Business and Profit Centre Operations, Sales / Marketing with a leading organization.

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## PERSONAL DOSSIER

### **Passport details**

Z3436879

Valid till 25<sup>th</sup> October, 2025

### **Date of Birth**

March 22, 1970

### **Current address**

Mumbai, India

## EXPERIENCE

### **Dec 2020 – Jan 2021**

Head Of Sales & Marketing • Omaid Bahar Juices • Kabul, Afghanistan

Heading the entire sales and marketing operations for beverage (juice, juice concentrate and milk) processing company in Kabul.

### **Feb 2019 – Feb 2020**

Business Head • Auxilium Healthcare Pvt. Ltd. • Mumbai, India

Managing the operations of 100 bed hospital with respect to administration, marketing and day to day activities of the hospital & report to the Board of Directors. Tie up with Certified Surgeon as per the industry requirements. Penetrated in corporate sector and educational institutions and generated revenue for the organization. Meeting political leaders in the region develop cordial relationship with them; organize events & programs to promote the organization & generate revenue for the company. Liaison with decision makers to evaluate feedback, bridge & improve the service level gaps, and attain total customer satisfaction.

### **Jan 2018 – Dec 2018**

Head Of Sales & Marketing • Dunes Industries LLC • Muscat, Oman

Company is in manufacturing of building & construction material in Oman. Leading a team of 10 sales professionals and 8 support staff across Oman to achieve the target by setting up goals. Liaison with the top management to prepare sales budget. Structured the sales department by formulating and implementing new policies for effective working of the team. Keep track of competitors' activities, prepare sales analysis and give regular feedback to the top management. Increased payment collection efficiency. Coordinate with various departments such as production, logistics, finance and accounts for various routine activities. Developed local and international market (MEA Region) for the products. Give directives and guide the team to work effectively for generating new business.

## Distinctive Accomplishments across tenure

- ~ Increased turnover from USD 6.76 million to USD 12.32 million during the year.
- ~ Clinched the order worth USD 200,000 of prestigious Mall of Oman project in Muscat for fire rated and non-fire rated rolling shutters. Achieved an entry in Majid Al Futtaim Group (Carrefour Supermarket) which was predominantly client of competitor for over 15 years.

**Nov 2015 – Jan 2018**

Head Of Sales & Marketing • Dairy Cottage • Mumbai, India

Developing market by selling the product (milk and milk products) in retail market through distributors, owned outlets and modern trade under the brand name 'Dairy Cottage'. Achieved a successful entry in HORECA segment for Thane city. Develop & appoint distributors, negotiate payment terms, ensure product availability, help establish brand through below the line activities, gain retailer confidence on product quality, availability & margins to enhance market foot print. Managing 5 branded retail outlets (owned and franchisee) in Thane city. Handled an annual turnover of USD 1.60 million.

**Jun 2008 – Dec 2014**

Business Unit Head • Elektrint Nigeria Ltd. • Lagos, Nigeria

Heading the trading business unit of the organization which consists of transformers, circuit breakers, switchgears, RMU, electrical equipment's and HVAC through channel management and project sales. Managed the gamut of activities for overall operations of the unit with respect to procurement, sales & sales forecasting, generating revenue, product pricing, MIS report generation etc. High level of coordination with suppliers, shipping agents, various departments & just in time deliveries to the client. Ensured end to end & seamless supply chain, order processing, product availability, logistics coordination, warranty & replacement management, etc. Achieved sales growth of 13.40% for the financial year 2012 for the transformer business. Handled an annual turnover of USD 3.50 million for HVAC & over USD 7.32 million for transformers and allied products.

**Oct 2003 – May 2008**

National Sales Manager • Boulos Enterprises Ltd. • Lagos, Nigeria

Spearheading the gamut of sales & marketing activities through Channel Management for motorcycle and Suzuki outboard engine spare parts. Coordinating with the production team for locally produced products and also with the overseas suppliers. Instrumental in developing the Northern market in Nigeria & increasing the number of dealers for increasing sales. Launched "**BELSTAR**" brand of motorcycle spare parts after carrying out market research, designed the packaging and pricing for spare parts. Handled an annual turnover of USD 10.80 million.

**Sept 2001 – Sept 2003**

Sales Manager • Wandel International Ltd. • Lagos, Nigeria

Developed the market for all the products (motorcycles and various FMCG products) by travelling across the entire federation. Handling distributors and modern trade across Nigeria with respect to sales of FMCG products. Formulating and introducing schemes for dealers to increase sales. Involved in launching of "**SIMBA**" brand motorcycle and "**VEETEE**" brand rice / spaghetti in Nigeria.

**Apr 2000 – Sept 2001**

Manager • JT Chanrai (PH) Ltd. • Port Harcourt, Nigeria

Overall management of Supermarket Operations with branches. Coordinating with various departments, design various schemes as per the standards ensuring profitability and product off-takes.

### **Procurement**

- ~ Manage daily procurement of fresh products through specified vendors meeting the global standards which includes fresh as well as frozen meats & fish, fresh vegetables & fruits, canned items, baby products and provisions apart from Small Consumer Durable Items.
- ~ Ensure proper storage and product visibility based on off take reliability and shelf life arrangements.
- ~ Continuous liaison with Central Procurement to align need based purchases and regular supplies at the optimum level meeting customer satisfaction.

### Corporate Sales

- ~ Special management of corporate customers & large Wholesale suppliers meeting targeted business revenues, maintaining business rapport while ensuring timely credits of outstanding for business operational funds.
- ~ Meet world class SOP standards & TAT for all customer segments achieving exceptional results on Customer satisfaction. This ensured timely order execution for offshore customers & met expected schedules of onshore customers alike.
- ~ Control proper pricing & profitability efforts of the organization despite agreed discounting and negotiated offers at various price points.

### Floor management

- ~ Monitor & coordinate top line cleanliness at various floors and stores ensuring proper handling of store up keep.
- ~ Liaise and instruct floor managers to withdraw near term expiry items for early offers to accelerate sale and thereby reducing unwanted inventory & wastages.
- ~ Manage end to end payments, accounts & finance, stock & reconciliations, procurement settlements on timely basis with real time MIS availability to the management.
- ~ Properly handle grievance management, customer complaints & redressal.

## ASSIGNMENTS HANDLED IN INDIA

**May 1997 – Apr 2000**

Sales Executive • H. & R. Johnson (I) Ltd. • Mumbai, India

Developed the market for new brand “**BAL Endura**” Tile Fixing Adhesives and Grouts (from UK) in the assigned territory by the company through channel management.

**Sept 1993 – May 1997**

Sales Representative • Asian Paints India Ltd. • Mumbai, India

Worked in the Industrial Sales Function but looked after sales of decorative paints to corporate clients.

## EDUCATION

- ~ MBA – Marketing • 2014 • Sikkim Manipal University
- ~ Diploma in Marketing Management • 2012 • Wellingkar’s Institute of Management
- ~ Diploma in Masters in Computer Science • 1993 • Datapro Information Technology
- ~ BACHELOR OF COMMERCE • 1991 • MUMBAI UNIVERSITY

## REFERENCES

[Available upon request.]