



Summary

Enterprising leader & planner offering nearly 16 years of rich experience in Sales, Marketing, Team Management, Business Development, Channel Management; targeting senior level Sales positions with an organization of repute. An effective communicator & team leader with strong analytical, problem solving & organizational abilities; Possess a flexible & detail-oriented attitude. Excellent track record of repeatedly producing & sustaining revenue growth and expanding customer base. Impressive success in delivering outstanding sales & business growth outcomes in highly-competitive markets of **West Bengal, Bihar, Jharkhand, Orissa, North East states.**

ARPAN NATH

REGIONAL SALES MANAGER

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Village +Post- Chandpur, PS- Rajarhat,
Dist- North 24 Parganas, Kolkata, West
Bengal, 700135

Skills

- NEW BUSINESS DEVELOPMENT
- TEAM MANAGEMENT
- SALES PROMOTION
- PROJECT SALES AND SPECIFICATION
- REGIONAL GROWTH MANAGEMENT
- DISTRIBUTION AND SALES MANAGEMENT
- MARKET INTELLIGENCE

Language

- English
- Hindi
- Bengali

Extra Curricular

- Completed 4th year in Rabindrasangeet from Bangiya Sangeet Parisad.
- Completed 4th year in Painting from Bangiya Sangeet Parisad

Education

NARULA INSTITUTE OF TECHNOLOGY, MAKAUT

MBA - MARKETING, CGPA: 68.25%

Kolkata, West Bengal

2010

RABINDRABHARATI UNIVERSITY

MA - ECONOMICS, CGPA: 49.25%

Kolkata, West Bengal

2008

MAHARAJA MANINDRA CHANDRA COLLEGE, UNIVERSITY OF CALCUTTA

BSC - ECONOMICS, CGPA: 50.60%

Kolkata, West Bengal

2006

Experience

VIRGO ACP INDUSTRIES PRIVATE LIMITED

Regional Sales Manager

Kolkata, West Bengal

May 2025 - Present

Effectively allocated dealer targets and mapped sales team territories to maximize market coverage. Actively collaborated with architects, interior designers, channel partners, and fabricators. Oversaw end-to-end stock availability at warehouses, streamlined material deliveries, and ensured timely collection of payments, directly supporting business continuity and cash flow health. Spearheaded initiatives to energize the sales team, driving both new business generation through existing channel networks and strategic expansion via new channel development.

Maintained and monitored key performance indicators (KPIs) across the sales function

ALUDECOR LAMINATION PVT LTD

Regional Sales Manager

Kolkata, West Bengal, North East, Bihar, Chhattisgarh, Jharkhand

Jul 2022 - Feb 2025

Proactively monitored shifts in market demand to realign sales strategies—successfully expanding market penetration. Executed precise dealer target allocations and territory planning across the sales team; closely tracked and analyzed weekly sales figures and KPI scores for all team members. Built and nurtured lasting relationships with architects, interior designers, channel partners, and fabricators—providing top-tier service while gathering intelligence on upcoming and ongoing projects to fuel business development.

HIRA WALRAVEN INSTALLATION SYSTEMS PVT LTD

Branch Manager

Kolkata, West Bengal, North East, Bihar, Orissa, Jharkhand

Jan 2021 - Jun 2022

Led the sales of Modular Pipe Supporting Systems, Insulation Materials, and Industrial Fans across the assigned territory. Established and nurtured strong relationships with government officials, architects, interior designers, and project consultants, offering exceptional service

and technical support while gathering key intel on upcoming and ongoing projects for early specification and business positioning. Visiting end users' customers and project sites for product demonstration.

MAKITA POWERTOOLS INDIA PVT LTD

Assistant Manager
Kolkata, West Bengal

Sep 2019 - Dec 2020

Worked as a leader of sales team of West Bengal for developing existing and new market of Makita POWERTOOLS, ACCESSORIES and SPARE PARTS. Updating of dealer's account regarding the outstanding balance and dues. Maintaining a healthy relation among the existing dealers and appointing new dealers.

BOSCH LIMITED

Area Sales Manager
Kolkata, West Bengal

Apr 2017 - Jul 2019

Responsible for selling POWERTOOLS, ACCESSORIES and SPARE PARTS also maintaining displays of products at Dealer's shop. Visiting end users and project sites for product demos and conducting marketing activities like roadshows at dealer's and sub dealer's end. Market analysis regarding the competitor's business and implementing effective business strategy for increasing market share of BOSCH. Discovered new opportunities to enhance the outlet expansion process, product penetration.

HAVELLS INDIA LIMITED

Sales Officer
Kolkata, West Bengal

Sep 2014 - Mar 2017

Administered complete Sales, Marketing and Distribution part for entire designated territory. Coordinated with distributors, dealers and retailers for close monitoring of primary and secondary sales. Ensured the proper visibility of the product at dealers and retailers point. Devised & implemented area level sales strategies for attainment of month wise target to optimize maximum distribution & coverage. Facilitated timely collection of payment. Collaborated financially strong & reliable channel partners, resulting in deeper market acquisition & creation of direct & indirect channel network.

ELKOM ENTERPRISES PVT LTD

Territory Sales Executive
Kolkata, West Bengal

Jun 2011 - Dec 2013

Planning of achievement of primary & secondary sales target of Cooker, Cooker and Parts for the entire area. Monitored, evaluating competitors' activities and developing new strategies by analyzing the same. Discovered new opportunities to enhance the outlet expansion process, product penetration, conducted product orientation, product establishment, promotional activities.

RASHMI GROUP

Management Trainee
Kolkata, West Bengal

Jul 2010 - Feb 2011

Supported & guided sales & marketing of Steel and Cement. Managed various Corporate Affairs of the company. Handled as well as maintained all the key documents related to shipment

Accomplishments

- o Highest Sales (124%) Achiever for West Bengal region in Elkom Enterprises Private Limited in 2012
- o Achieved All India 2nd highest sales (Quantum & Growth) reward in Half yearly achievement in the Financial Year 2022-23 in Aludecor.
- o All India Topper (Regional Manager) in terms of growth in the Financial Year 2022-23 in Aludecor.
- o Exceptional performance reward achiever as (Regional Manager)- FY23-24