

# Sananda Das

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## Career Objective

Results-driven Regional Sales Manager with 12+ years of experience in FMCG, HoReCa, and institutional sales. Proven expertise in driving multi-crore revenue growth, expanding distribution networks, launching new markets, and managing key accounts across the Eastern region. Strong leadership and strategic planning skills with a track record of enhancing brand presence and ensuring sustainable profitability.

## Professional Experience

- ❖ **AWL Agri Business Ltd (Formerly known as Adani Wilmar Limited): Area Sales Manager – HoReCa, East | Sep 2022 – Aug 2025**
  - Spearhead East region HoReCa & Institutional Sales with ₹12 Cr monthly distribution (700MT), achieving 20% MoM growth.
  - Expanded channel business to 7 new cities, handled 1500+ clients, and managed national key accounts.
  - Oversaw sales planning, forecasting, and CRM efficiency for sustainable growth.
- ❖ **Metro Cash & Carry India Pvt Ltd: Key Accounts Manager – HoReCa | Dec 2018 – Sep 2022**
  - Managed 55 key clients generating ₹1.2 Cr monthly sales with 10.4% margin.
  - Achieved 9% sales contribution from private labels and boosted e-commerce performance.
- ❖ **Eyestopper Communications Pvt Ltd : Manager- Operations / Oct 2016 – Dec 2018**
  - Led multi-brand F&B operations ensuring service excellence and cost efficiency.
  - Supervised teams, vendor relations, and event logistics for corporate clients.
- ❖ **Oravel Stays Pvt Ltd (OYO Rooms) : Guest Experience Manager | Sep 2015 – Sep 2016**
  - Improved guest satisfaction metrics and property-level service delivery.
  - Trained staff to align with brand standards and operational KPIs.
- ❖ **ITC Ltd- ITC Sonar , Kolkata : Guest Relations Executive | Feb 2014 – Jun 2015**
  - Delivered premium guest experience and ensured operational excellence.
- ❖ **Downtown Group- Shimmers Lounge : F & B Assistant Manager | Jun 2013 – Jan 2014**
  - Supervising of staff, handling guest complaints, monitoring stock, coordinating events, and ensuring compliance with health and safety regulations.

## **Professional Traits**

- B2B, HoReCa & Institutional Sales, Key Account Management
- Business Development, Channel Expansion & Distribution Strategy
- Revenue & Margin Growth
- Team Leadership & Training
- CRM & Power BI Analytics
- Negotiation & Stakeholder Management

## **Industrial Training**

- ❖ Company : Resort Dona Sylvia Goa (Now Novotel Goa Dona Sylvia Resort)  
Department : Front Office, House Keeping, F&B service, F&B Production and Spa  
Duration : April 2012 to August 2012

## **Professional & Educational Qualification:**

- Pursued Bachelors in Hotel Management, Catering Technology & Tourism under Punjab Technical University from Subhas Bose Institute of Hotel Management, Kolkata, completed in 2013
- Pursued integrated course-PGDM specializing in Front Office from Subhas Bose Institute of Hotel Management, Kolkata, completed in 2013

## **Hobbies**

Travelling & Reading Novels

## **Personal Details:**

- Address: Kolkata, West Bengal, India.
- Language known : English, Hindi, Bengali
- DOB : 24/07/1991
- Marital Status : Married