

DILIP DAS



EDUCATION

10+2 (Bio Group) C.B.S.E. Board New Delhi in 1984
B.COM. from Pt.RavishankarUniversity, Raipur Chattisgarh in 1986
M.A. (Eng. Lit.) Pt.RavishankarUniversity, Raipur Chattisgarh in 1988

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References: Available on Request

PASSPORT (REPUBLIC OF INDIA) NUMBER-Z 2554443

A Marketing & Commercial Professional with comprehensive skills in selling high value products through Approvals and Specification selling through Govt. Departments, State Govts., Public Sector Undertaking, Corporations and Institutions such as HOSPITALS, EDUCATIONAL INSTITUTIONS, HOTELS, MALLS AND ADMINISTRATIVE BUILDINGS, SHOWROOMS etc. through PMC'S, Architects/ID'S/Builder's and through retail channel partners :

-Strategic Planning	-Market Penetration,	-Distribution management
-Sales Promotion	-Competitor/ Market Analysis	-Team Leadership

A result oriented professional with **over 30 Years 08 MONTHS** experience in Marketing, Business Development, System Implementation and Channel Development.Out of my total work experience-I have served **BUILDING MATERIAL** INDUSTRY (MAINLY VITRIFIED TILES MANUFACTURING COMPANIES) **for last 20 YRS, based at state capitals of Chattisgarh, M.P.,New Delhi, U.P, MAHARASHTRA-Mumbai, Tamilnadu-Chennai and now Karnataka-Begaluru.**

SEPT.2015 TILL DATE:

M/S MURUDESHWAR CERAMICS LIMITED- As General Manager PROJECT SALES AND MKTG-BASED AT Bengaluru LOOKING AFTER ALL INDIA GOVT.SPECIFICATIONS CPWD, PWD, MES, AWHO, DG-MAP, AIIMS, AAI, RITES, RAILWAYS, POLICE HOUSING etc. AND RETAIL / PROJECT SALES DEVELOPMENT INVOLVING DEALERS AND CHANNEL PARTNERS IN THE STATE OF TAMIL NADU & KERALA AND PROJECTS LIKE HOTEL INDUSTRY, EDUCATIONAL INSTITUTIONS, BUILDERS AND INSTITUTIONS.

APRIL 2015 –AUGUST 2015: IMPORTED AND OUTSOURCED PRODUCTS IN INDIA

M/S BRAVAT INDIA PVT.LTD.-As GENERAL MANAGER(CENTRAL INDIA)-BASED AT BHILAI, RESPONSIBLE FOR BUSINESS DEVELOPMENT IN THE STATES OF CHATTISGARH, ORISSA, JHARKHAND, BIHAR, NAGPUR-VIDHARVA REGION AND MADHYA PRADESH.REPRESENTING THE ENTIRE GROUP HYDROBATHS RAMCO MARKETING(P) LTD.FOR THEIR ENTIRE RANGE OF PRODUCT-VIZ.ATLAS CONCORDE-IMPORTED WALL CONCEPT TILES AND EXTERIOR FLOOR AND WALL TILES, COTTO TILES AND SANITARY WARE, SCG-CEMENT FIBRE BOARD AND SMARTWOOD, NEWFORM SANITARY FITTINGS FROM ITALY AND BRAVAT- FROM GERMANY-SANITARY WARE, FAUCETS, BATHROOM ACCESSORIES,WELLNESS PRODUCTS LIKE WHIRLPOOL/AIRPOOL EQUIPMENT AND ACCESSORIES.

JANUARY 2014 TO March 2015:

M/S SIMPOLO VITRIFIED PVT.LTD. As DGM-BASED AT NEW DELHI FOR ENTIRE NORTHERN STATES OF DELHI(NCR), HARYANA, CHANDIGARH, PUNJAB, J&K., HIMACHAL, UTTARAKHAND, UTTAR PRADESH,RESPONSIBLE FOR ALL THE PRODUCTS VIZ.VITRIFIED TILES(DOUBLE CHARGE-600 X 600MM,600 X 900 MM, 800 X 800 MM, 800 X 1200MM,OUTDOOR SERIES 600 X600 MMX16MM, 1200 X 800 X 16MM, 600 X 1200(GVT &PGVT) CERAMIC WALL TILES-400 MMX 800 MM, 300 X 600 MM AND SANITARYWARE PRODUCTS THROUGH CHANNEL PARTNERS INCEPTION AND PRODUCT SPECIFICATIONS THROUGH ARCHITECTS AND GOVT.DEPARTMENTS AND CORPORATE INSTITUTIONS.SUCCESSFULLY INTRODUCED AND APPROVED IN AAI AND THROUGH LANDSCAPE ARCHITECTS FOR MAZOR HOUSING PROJECTS, HOSPITALS, HOTELS AND MALLS OUR PRODUCT 60CM X60 CM X 16MM THICK VITRIFIED TILES IN SHRINAGAR AIRPORT, RAWAL APARTMENT, PWD-G.B.PANT HOSPITAL, OMAX, WAVE, SUPERTECH, ANSALS etc.

July2013 to January2014.

M/S SHELL& PEARL CERAMICS LTD. As General Manager-NORTH-based at Ahmadabad, looking after their sales of vitrified tiles in the states of Kerala, Karnataka, Tamil Nadu, Punjab to start with. Manufacturer of JOVE BRAND-DIGITALLY PRINTED GLAZED VITRIFIED TILES IN SIZES OF 300X900MM, 600X900MM, 600X600MM.

April2012 to June2013.

M/S EONN PLAST INDIA PVT. LTD. AS GENERAL MANAGER MEGA PROJECT-based at New Delhi, manufacturing HDPE PIPES & PPR PIPES & fittings .OUR PRODUCTS ARE BEING RECOMMENDED AND WIDELY USED BY VARIOUS EPC CO'S LIKE SIEMENS, ABB LTD, L.&T.(ECC-GROUP) ETC.UNDER PUBLIC HEALTH UTILITY PRODUCT FOR MEGHA INFRASTRUCTURE PROJECTS OF ABOVE 50 ACRES LAND DEVELOPMENT PROJECTS-FOR ELECTRICITY(CABLE DUCTING),WATER, GAS AND SEWERAGE PIPELINES. Looking after specifications and product approvals from various GOVT.DEVELOPMENT AUTHORITIES,INFRASTRUCTURE CITY DEVELOPERS LIKE WAVECITY / ATS / DLF / UNITECH / BPTP / OMAXE / SUPERTECH / JAYPEE / ANSALS etc.Achievements-Got approved our COMPANY products by followup with GAMADA-MOHALI and get 2crore worth of order from Wave Infra city. Within two months.

July'2010- March2012

M/S MURUDESHWAR CERAMICS LTD. AS DGM BASED AT BANGALORE-engaged in manufacturing of vitrified tiles.Achieving sales through prestigious order of AWHO-BANGALORE,PROVIDENT HOUSING, BRIGADE GROUP, SHOBHA DEVELOPERS, PURVANKARA, CENTURY GROUP HOUSING, INFOSYS,NAMMA METRO DEPOT, LIC-BANGALORE,AIIMS-PATNA AND RAIPUR, DELHI UNIVERSITY ETC.

April'2008- June'2010

M/s PAVIT CERAMICS PVT. LTD. of Ahmedabad, manufacturing PREMIUM GRADE EXTERIOR VITRIFIED PAVING TILES IN SIZES-100X100MM, 200X200MM, 300X300MM, 400X400MM-IN VARIOUS THICKNESS ranging from 8mm, 10mm, 12mm, 15mm, 16mm.OTHER BRANDS-CLADIT/TERRENE ETC.

Joined the company as **MARKETING HEAD-NORTH** based at NEW DELHI, on APRIL' 2008 achieved all time highest sales(all India basis in 2008-2009-10) through prestigious project order of NORTH

WESTERN RAILWAY HQ BLDG.-JAIPUR,NDMC, PWD,MES ORDERS OF STREETSCAPING IN NEW DELHI (FOR COMMONWEALTH GAMES ROAD BEAUTIFICATION PROJECT OF NDMC AND PWD DEPT.) STADIUMS AND CIVIC CENTRE.VARIOUS ENGINEERING COLLEGES IN U.P THROUGH UPRNN. Incharge of Northern States of Delhi, Haryana & Punjab, Jammu & Kashmir, Rajasthan, U.P and Uttaranchal states.

FEW ACHEIVEMENTS:-APPOINTED STRONG DISTRIBUTORS IN DELHI AND U.P WITH STOCKS AMOUNTING OVER Rs. 50 LACS IMMEDIATELY TO SUPPORT THE RETAIL SEGMENT DISTRIBUTION AND SAMPLE FOR THE PROJECTS. **(100% payment in advance is our policy priorto dispatch.)**

Jan'1999- March'2008

MURUDESHWAR CERAMICSLTD. A public ltd. company engaged in manufacturing of premium grade POLISHED/MATT(UNPOLISHED)/SATIN/RUSTIC FULLBODY vitrified tile AND VITRIFIED GLAZED TILES(CEGRESS)CERAMIC WALL AND FLOOR TILES.

Joined the company as an Area Manager based at Indore(M.P.) First person to start with a Co. depot there-opened the market with the concept of multiple dealers for product awareness and easy availability, created a strong 'A'-GRADE exclusive dealers network in Indore/ Capital city-Bhopal, Jabalpur, Bilaspur, Raipur, Durg, Mandsaur & Neemuch districts,PROMOTED AS REGIONAL MANAGER tohandle NEW DELHI operation for specification in various projects through Architects,I.D'Sand Govt.Departments like CPWD, PWD, RITES, LIC, MES, AWHO, DG-MAP, NTPC, IOCL, GAIL,AUTOMOBILE CO'S, BANKS ETC. (INCLUDING NCR REGION-GURGAON, FARIDABAD, NOIDA & GHAZIABAD), Subsequently promoted as SR.REGIONAL MANAGER to look after U.P.&UTTARANCHAL state,PROMOTED AS ASST.GEN.MANAGER BASED AT MUMBAI(MAHARASHTRA) TO REOPEN CO.DEPOT AND OUR OWN OFFICE AT BANDRAIN THE YEAR 2006.

TARGETING AND ACHIEVING SALES SUCCESS THROUGH GOVT.PROJECTS- PWD HOSPITALS, HOTEL PROJECTS, BUILDER'S COMMERCIAL COMPLEXES & RESIDENTIAL APARTMENTS, ADMINISTRATIVE BLDGS.OF FACTORIES BY SITE VISITS AND SPECIFICATIONS THROUGH ARCHITECTS, CORPORATE OFFICES FOR GENERATING SECONDARY SALES.

FEW PRESTIGIOUS ORDERS BOOKED- GESCO-MAHINDRA, ITC-LABURNUM,OMAXE-SOHNA ROAD, RITES CORPORATE OFFICE, POWERGRID CORPORATE OFFICE, MARUTI FACTORY AND ALL INDIA SHOWROOMS INCLUDING HONDA MOTORCUCLE AND SCOOTERS, HEROHONDA IN GURGAON, SULTZER FLOWWELFACTORY, AJANTA PRESS, ABONY IN FARIDABAD, EVEREADY INDUSTRIES/ SAB MALL, AWHO-HOUSING IN NOIDA, SANTOSH MEDICAL AND DENTAL COLLEGE IN GHAZIABAD,VARIOUS SBI AND ICICI BANKS, NTPC UNCHAHAAAR,SAKTINAGAR, VINDHAYA NAGAR,RAMAGUNDAM, TALCHAR,COAL INDIA OFFICE BLDG.AT BURLA SAMBALPUR AMBEDKAR PARK MEUSEUM/LIBRARY COMPLEX IN LUCKNOW, VARIOUS LIC OFFICES IN MUMBAI,SEBI CORPORATE OFFICE BKC-BANDRA(MUMBAI)ETC.AIRPORT AUTHORITY OF INDIA-JAMMU, AMRITSAR,PATHANKOT, DELHI,CHENNAI,LUCKNOW,KHAZURAHO,GOA,PATNA, BANGALORE, MUMBAI,

Feb'1994-Dec'1998

M/s RESTILE CERAMICS LTD., of Hyderabad Manufactures of premium quality high value vitrified porcelains stoneware tiles with Italian collaborators Mori – Spa as Regional Sales Executive**The**

Growth Path

Jan'98-Dec'98	Regional Sales Executive"
Jan'96-Jan'98	Sales Executive, New Delhi
Jun'94-Jan'96	Sales Officer, Indore M.P

Noteworthy Accolades

Achieved sales target through specification in Govt. projects like PGCIL/RITES/HSCC (I) LTD/NBCCLTD./AAILTD./EIL/MECON/PDIL/MES/AWHO/CENTRAL DESIGN BUREAU FOR MEDICAL AND HEALTH BUILDINGS (DGHS) /PWD / CPWD/NDMC/NORTHERN RAILWAYS/NORTHWESTERN RAILWAYS/UPRNNLTD/ARCHITECTS-SPECIFICATION/Direct-toGOVT.CONTRACTORS/BUILDERS /Institutional/ Industrial Sales /Dealers & Sub-Dealers network THROUGH APPOINTMENT OF STOCKIST AS DISTRIBUTORS in the state of M.P./CHATTISGARH/NEW DELHI/HARYANA & WESTERN U.P.

FEW PROJECTS-MANALLUMINIUM LTD CORPORATE OFFICE BLDG./RUCHISOYA INDUSTRIES, SAYAGI HOTELS LTD, INDO RAMA SYNTHETICS-INDORE, BHOPAL HOSPITAL, JUDICIARY COMPLEX, SHALIMAR BLDRS RESIDENCIAL GROUP HOUSING IN BHOPAL, CADBERY,SURYA TUBES,ATLASCYCLE,RAMA TRANSFORMERS IN GWALIOR.ETC.

Aug' 1988- Jan'1994

M/s Hi-Pi-Hydraulics of Raipur (M.P.) manufacturer of high and ultrahigh pressure hose assembles for HEMM (Heavy Earth Moving Machineries) as all India Sr. Sales Executive based at BHILAI now in CHATTISGARH STATE travelling almost 25 days at a stretch to visit and retain our corporate clients like CIL-SINGRAULI(NORTHERN COELFIELDS), MAHANADI COELFIELDS-TALCHER(ODISSA), CENTRAL COELFIELDS-CHANDRAPUR(MAHARASHTRA), BALKO-KORBA, NALCO, MOIL, JNPT, SAIL, FSNL, RSPL, RINLTD.-VIZAK.&ALL MAZOR CEMENT PLANTS having mechanized mining throughout the state of M.P./CHATTISGARH/ORISSA/WESTBENGAL/ASSAM/NAGALAND/A.P./GUJRAT/RAJASTHAN/KARNATAKA/MAHARASHTRA

May'1987- July'1988

Early Bird Hatcheries of Indore-Initially based at BHILAI (MP) now Chattisgarh for selling one day old chicks to all poultry farmers in and around districts of Durg, **and later as a promoted and transferred as a Farm Manager based at Dhangaoon(District-East Nimar-of MP)on Indore** - Khandwa road breeding 6000 one day old Broiler chicks/per week for Mumbai mark

INTRODUCTORY LETTER

Dear Sir,

I am pleased to introduce myself with my detailed Bio-Data, I am a Bengali from Calcutta, born and brought up in Bhilai -CHATTISGARH. At present based in Bengaluru (our Corporate Office). I am confident, sincere and a hard worker, serving Indian BUILDING INDUSTRY (TILES) through SPECIFICATION SELLING involving govt. agencies like AAI, AWHO, DGMAP, MES, CPWD, PWD, NDMC, DDA, GMDA, Architects, consultants (PMC'S) etc. Appointed and known to major dealers distributors, channel partners, knowledge of company depot operating system in the cities of INDORE FOR M.P. & CHATTISGARH STATE, based in New Delhi for Delhi & NCR REGION ALONG WITH THE NORTHERN STATES OF RAJASTHAN/HARYANA/PUNJAB/ J&K./-CHANDIGARH/ HIMACHAL PRADESH / UTTARAKHAND & U.P.(EAST, WEST AND CENTRAL)-based at Lucknow. For WESTERN INDIA -based at Mumbai and for Southern Region based at Chennai & Bangalore, dealt with major Infrastructure Companies, Contractors and Builders.

OPEN TO RELOCATE anywhere in India.

Core Competencies

Business Development / Marketing

Identifying new streams for revenue growth & developing marketing plans to build client preference. Utilizing potential market information & personal network to develop marketing intelligence for generating leads. Evolving market segmentation & implementing strategies to achieve targets. Conducting competitor analysis by keeping abreast of market trends to achieve market share metrics. Regularly Interacting with Architects, landscape architects, Interior Designers, Builders & Contractors for business.

Key Account Management

Developing relationships with key decision-makers in target organizations for business development. Interfacing with clients for obtaining feedbacks, suggesting the most viable product range and cultivating relations with them for securing repeat business.

Managing activities pertaining to negotiating/ finalization of deals for smooth execution of sales & order processing. Provide technical service support to clients and resolving their issues/ concerns.

Channel Management

Identifying distributors resulting in deeper market penetration and reach. Monitoring channel sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.

Product Launches / Promotions

Devising & implementing pre & post marketing activities for successful launching of new products. Streamlining preexisting processes to enhance efficiencies, while minimizing operational time

Conceptualizing & implementing sales promotional activities for brand building & market development. Creating initiatives, designing events, planning of merchandising and execution.

If provided with an opportunity I am confident to come up to your expectation. I can assure you of my loyalty/sincerity and dedicated go getter attitude, focused on achievements and return of investments.

FOR METRO (H.Q.) REGION-EXPECTED CTC-NEGOTIABLE. Plus CO. Car and Driver,
P.F./MEDICAL/LTA./TA.DA.(at actual) One Month Notice Period.

With kind regards,

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