

SUBHRANIL NASKAR
Marketing and Sales Professionals

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Career Objective:

To join an interactive organization that offers me not only a constructive workplace for communicating and interacting with customer and people but also an environment that will challenge me further while allowing me to contribute to the continued growth and success of the organization. I am seeking a Regional level position to contribute to the increased revenue and the market share of the organization by synergizing my multi-skill set of business acumen, techno-commercial expertise, leadership qualities while maintaining a motivated, productive and the goal oriented environment for the entire professional team on board as well as maintaining extensive customer loyalty. Geographically I do not have any constraints and would love to work anywhere in India or abroad.

Career Synopsis:

- 10.5 years experience in Marketing & Sales, business development, commercial negotiation, P&L responsibility. Effective communication, team building & handling, relationship management skills.
- Experience in developing channel network infrastructure, Key accounts of Big Infrastructure Clients.
- Experience in Market analysis, Sales analysis, and Product demand analysis by Pie chart, Pivot table analysis in Advance Excel.
- Proficient at analyzing market trends to provide critical inputs for business development initiatives & formulation of selling and marketing strategies and adopting new technological development.
- Maintaining excellent relations with all the channel partners, Key Clients in Project infrastructure market and Govt. Bodies.

Core Competencies:

Sales and Marketing Operations

- Identifying and networking with prospective clients, generating business from existing accounts and achieving profitability and increased sales growth.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.

Business Development

- Identifying key/institutional accounts and strategically secure profitable business.
- Ensuring maximum customer satisfaction by providing pre/post technical assistance and achieving delivery and quality norms. Conducting seminar & in-house Presentation for all type of Client.

Distributor/Channel Management

- Appointment many new Distributors from technical background for continuous future growth of the zone. (Appointment Structural consultant as distributor in Chryso name as Construction Innovative Solution, Appointment of MEP Contractor as Roca –Parryware Distributor). Total 14 key strategic new distributor appointments by me in my professional career.

- Managing a distribution network by supervision of people, imparting training and regular product & process update & motivating the partner for higher business growth.

General Management

- Liaisoning with Consultant, Architects, Builders and Contractors.
- Co-ordinating with the technical people, thereby ensuring optimum performance.

Team Management

- Co-ordination with every region sales team (North-east, Kolkata and Orissa) for business development and key account handling along with team handling.

Work Experience:

Roca Bathroom products Pvt. Ltd .as a Key Account Manager for East,

From Dec, 2019 to Till now (36 months)

Looking after product range – All ceramic and CP Fittings products including high to low range and also responsible for pipe and fittings business.

Role and Responsibilities:

- Business development of Parryware, Roca, Laufen and all sensor base items in entire East market. Following all commercial, infrastructure and bungalow project and following up all architects, MEP consultant and contractors PMCs, EPC Contractors (NBCC, L&T, Kamaladitya construction, Shapoorji) to bag the big order.
- Handling big Key Account (Bengal Shristi, Siddha, Merlin, Hiland, Ambuja, PS etc) along with Govt. bodies (AAI, MES, CPWD, PWD) to maintain the business growth in East Market.
- Maintain excellent relationship with existing Distributor by giving them product training, new business, special scheme on business volume. Also track to find new one or the competitor distributor to bring in our Folder.
- Also take challenge to promote our new baby PVC business (pipe & fittings) in project business and immediately established reference project in Bepari Developers (G+7, 3 tower). Now responsible for pipe business also.

Chryso India Pvt. Ltd.as a Asst.Manager (Project Distribution) for W.B, N.E and Orissa

From April, 2017 to Nov, 2019 (31 months)

Looking after product range – Admixture and waterproofing compound (Construction Chemicals) for Hirise building, PQC Roads, Bridges, RMC market

Role and Responsibilities:

- Business development of admixture and waterproofing compound in Hirise building segment, Channel partner appointment across East market, providing customized product solution site to site and also involve in infrastructure development projects.
- Commercial Negotiation with prestigious developers, Key Trunkkey contractors and all the channel partner. Follow up with all the Quality dept. of developer and Contractor for product approval including all structural consultants, PWD & CPWD. Focus on payment collection from all existing partners.

Notable Contribution:

- Achieved all the sales target with a growth of nearly 20%. Developed the channel network from nil.
- Tracking all the competitor marketing activities and implanting various promotional activities to motivated channel partners. Constantly secure business in Ready Mix Concrete (RMC) segment by excellent client relation and providing prompt services.

Pidilite Industries Ltd. as Area Incharge for West Bengal, North east & Orissa From - Jan, 2016 to March, 2017 (15 months)

Looking after product range – Fevicol HVAC Products (low voc adhesive, Dr. Fixit silicone sealant) and other retail products (like solvent cement)

Role and Responsibilities:

- Business development of HVAC adhesive products, Market analysis, Product analysis, Channel network development and increase business volume for existing Channel Partners.
- Commercial Negotiation with developer (like Ambuja, PS, Infinity group), other key HVAC contractor (like Voltas, Hitachi, Zamil, LG, Aircon, Meho) & various Trunkey EPC contractor (Like Shapoorji, L&T). Also maintain good relationship with all the big MEP Consultant (Mr. MR Das, Mr. Suvro Mukherjee, Mr. Manoj Chakraborty, Mr. D.Indu, etc.) by giving them technical presentation and technical demo and celebrate his special day in office along with others junior technical person.
- Promote waterbased adhesive (AC Duct ing Optima for low VOC which can not hamper health) and give demo of Lag coating AF5590 (make consultant and contractor understand fire restant property by Lighter test, Strong Mechanical protection by pen test)and get specified in hospital project with immediate basis.

Notable Contribution:

- Achieved all the Sales target with a market growth of nearly 10% (in Rubber based Adhesive and waterbase coating) compare to last year. Attend various industry related Expo and seminar, got the opportunity to interact with all type of customer and give them presentation (Attend Pharma expo in Bangaluru, HVAC expo in Delhi, Kolkata).

Alström Enterprise (I) Pvt. Ltd. as Business Development Manager for West Bengal, North-east and Orissa. From -Aug, 2013 to till Dec, 2015 (29 months)

Looking after all the product range – Aluminum Composite Panel, Wall Panel.

Role and Responsibilities:

- **Sales & Key account Management** - Consistently surpassed sales targets and ensured repeat business with the clients – commercial negotiation, problem solving and relationship building approach.
- **Client Relations** - Maintained excellent relations with clients and other Project stake holder management through a customer focus approach for continued business through relationship building, organizing and coordinating influencer meets and knowledge sharing sessions.
- **Marketing Strategy** – Provided market strategies according to relevant market specificities – Researched and closely analyzed market strategies, both existing and new one.
- **New Product Development** – Acquired high-level technical product knowledge & assignment and provided critical inputs of market demands of product improvement / new product development.

Asahi India Glass Ltd. as Management Trainee in Corporate Project Team for West Bengal Region.
From May, 2012 to May, 2013 (12 Months)

Role and Responsibilities:

- Expanding and strengthening project network of Asahi's newly launched High performance Architectural Glass in West Bengal Region and steered awareness initiatives in the markets for the new product. Manage institutional sales by following up major Key account in eastern region.
- Discovered sales and marketing opportunities and worked closely with senior Marketing Director to raise sales total, increased demand forecast efficiency and resource optimization.

Notable Contribution:

- Participated in commercial discussion with clients to convince them about new product and secure orders. Acquire orders from driver's sources and build upon client database.

Education:

- **MBA in Marketing and Operations from IIT Roorkee in 2012.**
- **B.Tech in Electronics & Communication from Haldia Institute of Technology (WBUT) in 2010.**

Achievements and Extra-curricular:

- **Six Sigma Green Belts certified.**
- **Successfully done Vocational training in BSNL where I actually understand how voice and message carrier goes from BTS to BSC and check codes for further process. Also understand OFC Connectivity 3G, 4G, CDMA, GSM Technology.**
- **Successfully done training in Eastern Railway in Signalling, Networking, PRS, UTS.**
- Attended various seminars on supply chain management and quality management in IIT Roorkee.
- Attended and successfully completed Selling skills development training course.
- Member of ISTD (Indian Society for Training and Development for skills & HR practices)
- Hobbies include travelling various places to interact with people and coordinating various events.

Personal Details:

- **Date of Birth:** 2nd April, 1988
- **Residential Address:** Uttar Hazipur, P.O–DiamondHarbour, Dist-24PGS(South)
PIN – 743331, West Bengal.
- **Language Known:** English, Hindi, Bengali.

References:

1. **Mr Saket Sinha**
(AGM, Sales & Mktng)
Alstrong Enterprises India Pvt Ltd
Mobile: 9831120581

2. **Mr Vipul Shah**
(Vice president)
Chryso India Pvt Ltd
Mobile: 9820080123.

Subhranil Naskar
Place: Kolkata,
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