



ASHANKA CHAKRABORTY

~13 yrs. exp. | P.G.D.M. (IMT Ghaziabad)

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Skill Highlights

B2B & Retail Sales

Business Development

Account Management

Retail Marketing

P & L

Retail Operations

Brand Awareness

Project Management

People Management

Professional Experience

Suraksha Diagnostics Pvt. Ltd.

Zonal Business Head (31 Nov'20 – Present)

Kolkata, India

- P & L head with annual revenue of approx. INR 850 Mn. across 10 diagnostic centres
- Expanded network by opening 2 new COCO and 3 franchise collection centres
- Conducted extensive BTL marketing campaigns worth INR 25 Mn resulting in 80% M-o-M growth in patient footfall for consecutive 4 months in new centres
- Team size of 100+ including Regional Business Heads & Centre Managers

YupTable (SaaS FoodTech Startup)

National Head - Enterprise Sales (31 Mar'20 – Oct'20)

Gurgaon, India

- Acquired 25 restaurants & 2 mini food-chains for implementation of restaurant & dining management solutions
- Developed an alliance with a payment solutions app for targeted footfall increase through YupTable platform

Indus Towers

Circle Sales Marketing & Collection Head (31 Aug'17 - Feb'20)

Kolkata, India

- Annual revenue of approx. INR 9600 Mn. for approx. 11000 telecom tower sites
- Achieved 107% tenancy addition despite merger of 2 key customers and added 80+ new individual landlords in FY19-20
- Penetrated markets with local challenges through social media & BTL marketing campaigns with annual budget of approx. INR 110 Mn; 32% impact on tenancy addition
- Developed a new business vertical by acquiring petrol pump sites for installation of network boosters and delivering In-Building Solutions to major shopping malls, hospitals and residential complexes

Jindal Steel and Power Ltd.

Assistant General Manager - Sales & Marketing (31 Jul'14 - Aug'17)

Kolkata, India

- Generated annual B2B revenue of approx. INR. 1800 Mn. In West Bengal and North-East India
- Retail Head for eastern region handling 4 distributors and 300+ dealers generating annual revenue of INR. 700 Mn. in retail in FY 2016-17
- Sold quenched & tempered plates and hot-rolled thinner coils for the first time in the eastern India, thus entering two different market segments in FY 2016-17
- Marketed brand "Panther" TMT rebars on regional media and through BTL campaigns with an annual budget of INR 70 Mn contributing to 40% retail sales

Sr. Manager/Manager/Jindal Lead Management Trainee (31 Jul'11 - Jun'14) Gurgaon & Kolkata, India

- Launched "Jindal Panther" TMT Re-bars as part of the corporate marketing team after conducting extensive market research and branding activities in Rajasthan and Haryana
- KAM for two of the biggest accounts, with combined annual order value worth INR 200 Mn.
- Generated 18% of the average monthly B2B sales volume from value-added products for the first time in the assigned region as KAM

Mindtree Ltd.

Senior Engineer/Programmer Analyst - IT Services (31 Sep'06 - Jun'09)

Bengaluru, India

- Project Lead for a brand promotions management tool serving a FMCG major across 7 APAC countries
- Developed Content Management Systems for an American imaging and photographic technology company

Education

Institute of Management Technology Ghaziabad

P.G.D.M. - Finance & Marketing (31 Jun'09 - Mar'11)

Ghaziabad, India

Bangalore Institute of Technology

B.E. - Electrical and Electronics Engineering (31 Sep'02 - Jul'06)

Bengaluru, India

Interests

Networking

Travel

Counselling

Problem Solving

Social Volunteering