

# PARTHA ROY CHOWDHURY

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## SYNOPSIS

Dynamic, Competent, focused and goal-oriented professional with considerable International experience of managing B2B sales for PV Solar Solutions, AC & DC UPS Systems, Industrial Batteries.

Ability to work with multicultural stake holders and team members.

Proven ability to gather information, analyze, strategize and implement business processes / procedures and manage organization's External and Internal stakeholders.

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## KEY SKILLS

**BUSINESS DEVELOPMENT**  
**PRODUCT DEVELOPMENT / MANAGEMENT**  
**BRAND MANAGEMENT**  
**CHANNEL MANAGEMENT**  
**STRATEGY PLANNING**  
**OPERATION MANAGEMENT:**  
**CLIENT RELATIONSHIP MANAGEMENT**

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## ENTREPRENEURIAL VENTURE

**DIVISIONAL MANAGER (MARKETING) -PSBG – REEM BATTERIES & POWER APPLIANCES CO. SAOC, SULTANATE OF OMAN**

March 2007 – Till Date

### KEY DELIVERABLES:

- ☞ Identified new products line based on market potential and ties ups with manufacturers for Renewable Energy ( From India , China & Europe) , DC UPS system (TECNED, Netherlands), AVR/SVR (DELTA, Turkey), Modular UPS (INVT, China) & Industrial Batteries ( MHB, China) to drive the business volume.
- ☞ Identified and Appointed Business Partners at UAE , Qatar & Kenya.
- ☞ First Ever Association with a Roof Top Solar Project in Sultanate of Oman
- ☞ Manage to establish "REEM " brand UPS in Sultanate of Oman.
- ☞ Bagged the first ever biggest order of GE UPS systems from Oil & Gas Company.

- ☞ Successfully executed orders starting from negotiation with the principals, costing, procurement process, documentation until delivery within the committed time thereby increased the customer satisfaction level and profitability of the division.

#### **DEPUTY MANAGER MARKETING – PCI LTD, NEW DELHI, INDIA.**

Jan 2006 –Feb 2007 (Static & Dynamic UPS System)

##### **KEY DELIVERABLES:**

- ☞ Bagged order for 6\*120KVA UPS systems from MAX HEALTHCARE, a reputed Medical Institution in Northern India and thereby entered into a major account of M/s Eaton Power.
- ☞ Bagged Order for 2\*200KVA UPS system from Hindustan Syringe and Medical Device, a key account for M/s Emersion Network Power, India.
- ☞ Made a Rate Contract UPS system from M/s FUN MULTIPLEXES, a ZEE TV Group, for supporting Digital Projectors for their Multiplexes for the Northern India.

#### **REGIONAL MANAGER (NORTH) – HITA TECHNOLOGY PVT. LTD., NEW DELHI, INDIA**

Nov 2003– December 2006 (UPS system)

##### **KEY DELIVERABLES:**

- ☞ Bagged order for 1\*20KVA UPS systems from one of Call Centre in Northern India, the first installation in BPO Industry in Northern India.
- ☞ Introduced 3 Business Partners in New Delhi to promote HiTA brand UPS system only.
- ☞ Increased the profitability of the region by 35% by increasing the sales turnover, reducing the outstanding and also reduces the expenses by proper financial and manpower planning.

#### **DEPUTY MANAGER – ELECTRONICS & CONTROLS POWER SYSTEMS PVT. LTD., KOLKATA, INDIA.**

September 1997 –October 2003 (Manufacturer of AQUPOWER UPS system)

##### **KEY DELIVERABLES:**

- ☞ Turnaround the profitability of the region by ensuring 125% achievement in Sales Turnover, 95% achievement in Service revenue collection, reducing the outstanding And also reduces the expenses by proper financial and manpower planning.
- ☞ Bagged order for 4\*7.5KVA UPS systems from Union Bank of India , Kolkata , the first installation in this bank of the company .
- ☞ Bagged s single order of 108 Lacs from M/s CALTIGER.COM a single largest order in DOT COM industry in eastern India.
- ☞ Ensured a major share in UPS order from UCO Bank, Head Office, Kolkata
- ☞ Bagged order for 4\*20 KVA UPS Systems from M/s STATESMAN, a leading news paper in India.

EDUCATION	<b>MASTER'S IN BUSINESS ADMINISTRATION - ISMS, INDIA</b> <b>BACHELOR OF SCIENCE - KOLKATA UNIVERSITY, INDIA</b>	
CERTIFICATES	<b>CERTIFICATE COURSE ON DESIGN &amp; INSTALLATION OF SOLAR PV OFF-GRID &amp; ON-GRID - ICHARYA (MINISTRY OF NEW &amp; RENEWABLE ENERGY, GOVT. OF INDIA), INDIA</b> <b>CERTIFIED INTERNAL AUDITOR FOR QMS ISO 9001-2015</b>	
PERSONAL DOSSIER	<b>DATE OF BIRTH</b> <b>ADDRESS</b>  <b>PASSPORT NO.</b> <b>DRIVING LICENSE NO.</b> <b>MARTIAL STATUS</b>	<b>: 07TH APRIL 1973</b> <b>: 73, BARISHA PURBO PARA ROAD,</b> <b>KADAMTALA, THAKURPUKUR</b> <b>KOLKATA- 700063.</b>  <b>: L0074052</b> <b>: 73511807 (VALID IN GCC)</b> <b>: MARRIED</b>