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B – 701 Hindon Apartments
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EXECUTIVE SUMMARY

Over 23 years of sales and marketing experience in the consumer durables and food industry

Worked across India with a diverse product portfolio ranging from home appliances to cookware, electronic musical instruments and produce

EDUCATION

MBA – Marketing

Berhampur University, Odisha
1994 – 1996

B.Com.

Utkal University, Odisha
1991 – 1994

AREAS OF EXPOSURE

Sales and Marketing

Spearheaded sales and marketing strategies

Channel Management

Accelerated market penetration and outreach

Store Management

Optimized inventory management and logistics

Team Management

Delegated responsibilities, ensured performance

Service Management

Evaluated, trained, and equipped service centers

EXPERIENCE

Branch Manager | Oct 2020 – Present

Agrocorpex India Limited (National Eggs Coordination Committee) | Noida

- Management of procurement, supply, purchases, and damages.
- Development of new sales partners

Deputy Regional Manager | Jan 2015 – May 2019

Casio India Company Private Limited | Kolkata

- Channel sales management in the east zone for electronic music instruments
- Setup service franchises across Odisha, Bihar, Jharkhand, and Chhattisgarh
- Expansion of distribution in alternate segments like electronics and toys

Senior Area Sales Manager | Aug 2012 – Dec 2014

Singer India Limited | New Delhi

- Launched home appliances like brown goods, fans, geysers and coolers
- Appointment and management of distribution channels, service centers

Regional Sales Manager | Oct 1999 – Jul 2012

Hawkins Pressure Cookers Limited | Mumbai

- Managed regions of West Bengal, Karnataka, Andhra Pradesh, and Nepal
- Expanded the reach of direct dealers in the region, promoted range sales
- Monitored adequate inventory levels in depots, prevented stock-outs

Sales Officer | Feb 1997 – Sep 1999

Standard Electric Appliance (Manufacturer of Venus Geysers) | Delhi