Dipankar Dasgupta

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# Summary

A Management Postgraduate with qualitative experience of about 20 years in sales, business development, distribution ,channel management, and team management . An astute performer with demonstrated abilities in exploring business avenues & escalating business growth. An effective communicator, have strengthened business relations with key accounts in the industry. A proficient team leader with honed analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude

# Experience

## Sr.Zonal Sales Manager

#### Torque Pharmaceuticals Pvt Ltd

Product Type: Pharma OTC & FMCG

Apr-2023 to till date – ( 5 months) General Trade , Modern Trade and Command Hospital

Area Coverage: East UP. Bihar, Jharkhand, Odissa, West Bengal, Assam , North East and Command Hospitals.

Key Job profile:

•Controlling sales team – 15ABMs, 58 SO/MR, 6C&F , 9 SS, 398 Distributors, General Trade & Modern Trade.( Apollo pharmacy, Emami Frackross, Sasta Sundar, Nykaa- East Zone, Tata 1mg.

•Planning- Sales, Budget, Collection, Coverage of uncovered areas, Inventory (Secondary & Primary), SALES STRATEGY, Reporting, Inventory control at CFA.

•Appointing SS, Distributors, Sales Team, PRODUCT Promotion, launching of New Products and

## Regional Sales Manager

#### Win-Medicare Pvt. Ltd.

Dec 2015 - Apr 2023 ( 7 years 5 months) -General Trade and Modern Trade

Area of Coverage -HARYANA, CHANDIGARH, HP, PUNJAB, J&K , UTTARAKHAND (TILL OCT 2021)

FROM NOV-2021- WEST BENGAL, JHARKHAND, ODISSA, ASSAM & NORTH EAST;

Products Type: PHARMA- OTC & OTX

Key Job profile:

•Controlling sales team – 7 ABMs, 29 SO/MR, 6C&F , 8 SS, 270+ Distributors, General Trade & Modern Trade.- Apollo Pharmacy, Emami Frank Ross, Nykaa, Flipkart, Sasta Sunder/ Retail Shakti.

•Planning- Sales, Targets, Collection, Coverage of uncovered areas, Inventory (Secondary & Primary), SALES STRATEGY, Reporting.

•Appointing SS, Distributors, Sales Team, PRODUCT Promotion, launching of New Products.

•Controlling North and East Command Hospitals

## Regional Sales Manager

### AYURWIN PHARMACEUTICALS PVT LTD

Nov 2012 - Nov 2015 (3 years 1 month)

Key Job profile:

•Controlling sales team – ASM, SO, C&F, CSA, SS, Distributors, General Trade & Modern Trade.

•Planning- Sales, Targets, Collection, Uncovered areas, Inventory( Secondary & Primary)

•Appointing CFA, CSA, SS, Distributors, Sales Team, Sales Promotion, launching of new products.

* Handled 4CFA, 4 SS, 250+ Distributors, and a sales team of , 9 SO, 5 ASM, 16 Executives.
* Mapping the territory, identifying, planning, and organizing, and there on managing distribution in my area. Looking after Brand promotion and advertising in the designated area.
* Managing complete business operations with accountability for profitability, forecasting monthly/ Quaterly/annual sales targets area wise & executing them in given frame by organizational planning.
* Keeps abreast of competitor activities Guiding & trained the team members and assisting them in delivering excellent services in the market .
* Launching of new products and organizing sales activities Market development by increasing distribution, and outlet coverage.

## Area Sales Manager

### G.D. PHARMACEUTICALS PRIVATE LIMITED

Jun 2004 - Oct 2012 (8 years 5 months)

Product Type- OTC Pharma.

Key Profile of Job:

Team Handling, distributor Channel handling, New area Development.

Achieving Primary and Secondary Sales Targets in the Assigned Territory.

* Mapping the territory, identifying appointing new stockiest and managing distribution in my area.
* Ensures timely collection of payment from stockiest.
* Identifies shelf space in prime outlets and put up proposals for securing the same.
* Keeps abreast of competitor activities.
* Launch of new products and organizing sales promotion activities
* Market development by increasing distribution and outlet coverage
* To make an open and transparent culture through emotional bonding; on the basis of regular performance.

Awarded as best Sr SO in the whole North region in the year 2007

•**Independently handled the assigned territory of North India= Haryana, Punjab, Himachal Pradesh, Jammu and Kashmir, West Uttarpradesh.**

## Territory Sales Executive

#### Abbott

Jul 2003 - May 2004 (11 months)

Key Profile of Job: Products Type: Otc – BABY FOODS

•Achieving Primary and Secondary Sales Targets in the Assigned Territory.

•The job involves retailing, distributor handling and sales networking.

•Merchandizing & enhancing the visibility of company's products.

•Carrying out promotional activities for the company's product.

•Optimum utilization of Market Budgets.

•Pushing the company's products to retailers by motivating them.

•Market development by increasing distribution and outlet coverage

## Area Sales Executive

#### Arpita Agro Products Pvt. Ltd. - India

Jul 2002 - Jun 2003 (1 year)

**Products type: Home care and Personal Care** Key Profile of Job:

•Achieving Secondary Sales Targets in the Assigned Territory.

•The job involves retailing, distributor handling and sales networking.

•Merchandising & enhancing the visibility of company's products.

•Carrying out promotional activities for the company's product.

•Market development by increasing distribution and outlet coverage

# Education

## Indian Institute of Management, Indore

### EXECUTIVE PROGRAM ON STRATEGY MANAGEMENT, STRATEGY MANAGEMENT ON SALES AND NEW PRODUCT LAUNCHING

2023 - 2023

## CMJ UNIVERSITY

#### MBA, General Sales, Merchandising and Related Marketing Operations

2009 - 2011

 **Acharya Institute of Management & Sciences under Bangalore University** Bachelor of Business Management (BBM), Marketing/Marketing Management, General

1999 - 2001

## West Bengal Board of Higher Secondary Education

12th, Commerce- Accounts

## West Bengal Board of Secondary Education

10 th BIOLOGY

# Skills

Budgeting • Business operations • Forecasting • Target Orientation • New Business Development • Product Development • Product Launch • Team Building • Team Training • Distributor Management

# Honors & Awards

# BEST REGIONAL SALES MANAGER NORTH - Win-Medicare Pvt. Ltd for New Product Launching & development .

Oct 2019 and 2021

 **BEST SALES OFFICER** - G D PHARMACEUTICALS PVT LTD

May 2006

**Personal details:**

**Date of Birth May 16th , 1979**

**Father's Name: Ashok Dasgupta**

**Mothers Name: Manikmoti Dasgupta**

**Marital Status Married**

**Languages Known English, Hindi, Bengali, Punjabi.**

**Present Address: Permanent Address :**

**Dipankar Dasgupta Dipankar Dasgupta**

**770/25E, Zaidi nagar society Ramchandrapur North**

**Gurduwara Road. Shastri Nagar Narendrapur**

**Meerut City- 250004 OPP- Devlok Appartments Ramchandrapur**

**Uttar Pradesh West Bengal- 700103**

**Date :**

**Place : Dipankar Dasgupta.**