**Nabarupa Guharoy**



Mobile:9831130100

Email:[nabarupag@yahoo.com](mailto:nabarupag@yahoo.com)

URL: <https://www.linkedin.com/in/nabarupa-guharoy-a64b7222/>

**EXECUTIVE SUMMARY**

An expert in retail sales and customer relation management with 19 years of extensive experience and a passion for setting highest benchmarks in the industry with the following competencies:

• Demonstrated skills in enhancing profitability through development of strategic sales initiatives and steering them to business success.

• Currently associated with Elevate, Khazana Group (Company is into Furniture and Interior solution)

• An accomplished sales & marketing professional who has excelled in delivering results on time through innovative ways,

• A competent, dynamic, result oriented, creative Sales & Marketing professional /Strategist/ Team leader with excellent Communication and Negotiation skills.

• A firm believer in Strong Client Relationship Management to build the Business.

• Possess an extra ordinary determination to live-up and to NEVER EVER GIVE-UP ATTITUDE.

**SKILLS AND EXPERTISE**

• A Turnaround Expert

• Demonstrated success with a MNC from their inception.

• Profit center management.

• Leading change and creating/implementing winning business strategies

• Team building and mentoring

• Ability to perform in adverse situations

• An expert in dealing with irate clients

**CAREER PROFILE**

**PMJ Gems and Jewellers Pvt. Ltd. (**[**https://www.pmjjewels.com**](https://www.pmjjewels.com)**) July 2019 till date Hyderabad**

Head – HNI Sales

Key responsibilities:

* Responsible for both Top line and Bottom line
* Responsible for a team size of 59+
* Lead and PMJ Jeweler’s HNI sales strategies
* Work closely with the Central Marketing team to agree with PMJ Jeweler’s promotional activities and the direct marketing activities
* Work closely with Central Marketing team to monitor the success of marketing strategy and promotional activities
* Create & Manage budget planning
* Divisional P&L
* Develop a training development strategy with training management team to ensure highest standard of customer experience and conversion are obtained
* Interpret financial reports and provide expenses on projected revenue versus expenses
* Use financial plans for shooting trends, measuring productivity and monitoring progress

**Elevate, Khazana Group (**[**http://www.theelevate.in**](http://www.theelevate.in)**) May 2017 to June 2019 Hyderabad**

General Manager – Retail Sales

Key responsibilities:

* Responsible for both Top line and Bottom line
* Responsible for a team size of 18+.
* Company is into Luxury furniture retailing handling brands like Natuzzi, LA Forma, Conte, Couture Jardin, Papadatos, Rossini, Gainsville, Natisa, Archbone, Domitalia etc. Also all kind of modular requirements like kitchen, wardrobe etc.
* Manage clientele comprising of top architects, designers and builders in India
* Revamping the operation system in terms of sales approach, customer relationship, follow ups, post-sales support, customer retention, QC, supervision of complaint resolution, elevating the quality of service and improvement of the process of customer handling.
* Designing the clients’ presentations
* Divisional P&L
* Finalize deal and coordinate with customers, also discount and negotiation discussions
* Strategies of Marketing the products
* Recruiting, training, supervising and appraising retail team
* Assets management

Significant achievements:

* Achieved a target of Rs. 9-10 crores per month against Rs. 4-5 crores per month in 2 month.
* Delivery time decreased from 5-6 days to 48 hours
* Reduced inventory management cost by 50% within a time of 18 months
* Reorganized the inventory, making the system 58% more efficient than before.

**Dewars - Dealer of Maruti (**[**www.dewarsgarage.com**](http://www.dewarsgarage.com)**) Nov 14 - May 17** **Kolkata**

General Manager – True Value

Key Accountabilities:

* Responsible for both Top line and Bottom line
* Responsible for a team size of 75.
* Revamping the operation system in terms of quality of service, follow ups, after sales service.
* Product pricing, realization
* Division P&L
* BTL activities, out sourcing, budgeting,
* Distribution module for channel as well as for institutions
* Optimal utilisation of manpower, reshuffling of available man power

Significant achievements:

* Achieved a target of Rs. 9-10 crores (250-300 cars) per month against Rs. 7-8 crores (190-230 cars) per month in 2 years.
* Net Profit increased from -20% to 12% in the current year.
* Inventories reduced from 95 days to 36 days in the current financial year.
* Overhead cost reduced by 18%.

**Swarovski India Private Ltd (**[**http://swarovski.com/**](http://swarovski.com/)**) Jan 01 – Dec 13 Kolkata**

Sales Manager – East India & Bangladesh

Key Accountabilities:

* Overall responsibilities of sales and marketing on east India basis.
* Establishing complete operation plan which includes product profile,
* New model developments, out sourcing, distribution module for retail channel as well as for B2B.
* Customer Relationship Management pan India basis
* MIS, distribution of product and inventory management.

Significant achievements:

* Establishing over all operation as the company had just launched in India and East India specifically.
* Product planning, and set up a new distribution channel for east India
* Achieved sales target of Rs. 90 crores in east India and Bangladesh which includes Rs. 66 crores retail sales, Rs. 10 crores corporate sales and Rs. 14 crores B2B sales.
* Handled 21 stores in east India which includes 1 in Bangladesh, establishing them in span of 8 years and engaging 3 distributors for Corporate and B2B sales.
* Engaging producers/vendors for corporate gift solution.
* Receivables reduced from 90 days 56 days.

**SCHOLASTICS**

PG diploma in Management IISWBM, Kolkata 1998

BSc (Hons.) Kolkata University 1993

**ADDITIONAL DETAILS**

Date of birth : Aug 01, 1972

Language proficiency : English, Hindi, Bengali

Co- curricular activities : Represented School in district championship in Shotput& discus throw.

**ADDITIONAL SKILLS**

* Trends Analysis
* Receivables Management
* Reporting & Documentation
* Liaising & Coordination
* Resource Optimization
* Negotiations & Contracts
* Forecasting, Budgeting & Cost Control
* Quality Assurance