** KRISHNENDU MONDAL**

**Age:** 26, **Gender:** Male

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**ACADEMIC QUALIFICATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Year** | **Examination** | **Institute** | **Board/University** | **Percentage** |  |
| 2015 | MBA (Marketing) | Bengal Institute of Business Studies | Vidyasagar University | 56% |
| 2011 | B.com | Seth Anandram Jaipuria college | Calcutta University | 45% |
| 2008 | Higher Secondary | The Park Institution | W.B.C.H.S.E | 62% |
| 2006 | Secondary | The Park Institution | W.B.B.S.E | 61% |

**WORK EXPERIENCE**

**Luxor writing instruments Pvt.Ltd. Designations:** Luxor Business Officer

**Durations:** April 2017 to at present  **Job descriptions:**

* Handling Channel Sales (Dealer /Distributor)
* Handling Primary /Secondary Sales.
* Preparing and maintaining Sales reports and all relevant DSR

**MD Computers**

**Designations:** salesman

**Durations:** January 2016 to December 2016

**Job descriptions:**

* Customer handling, Cross selling
* Selling the laptops & computer components according to the customer’s needs.

**ICICI Securities Ltd.**

**Designation:** Senior relationship manager.

**Duration:** May 2015 to October 2015

**Job Description:**

* Cross-Selling to existing customers & Acquisition of new customers.
* Financial planning of the customer.
* To provide solutions to the Customer’s financial needs.
* To systematically execute the sales process to facilitate delivery of revenue targets.
* Preparing and maintaining Sales Call reports and all relevant MIS.
* Maintaining team work.

**SUMMER INTERNSHIP**

**ITC Limited.**

**Duration:** April 2014 – June 2014

**Purpose:**

* To generating business among the located area through the distributors & retail outlets.
* To find out the problems faced by the retail outlets related to ITC product.
* To identified the threats regarding tobacco control revolution and its accepts.
* To study the position of the ITC product in relation to competitors product.
* To know the impact of retail visibility on customers ultimate purchase intention.
* To study the market capitalizations of ITC products in total sales.
* Maintaining team work.

**Method**:

* Interacting with existing retailers and distributers regarding their queries about the service.
* To check availability, visibility and category of ITC and its competitors’ products in modern trade formats.
* Understanding about the functioning of merchandising system, visual merchandising and display
* Preparing and maintaining Sales reports and all relevant MIS

**Learning**:

* Learnt how to interact with prospective and existing retailers and distributors.
* Learnt about visual merchandising and display.
* Learnt about distribution channel.

**KEY PROJECTS**

* **Brand War:** Developed promotional strategy for a newly launched Soap and Hair colour brand in the market and developed the media plan to market the brand successfully within an estimated budget
* **Critical analysis on strategic diversification ITC India Pvt.ltd:** The case ITC diversification strategy gives an overview of ITC’s diversification into related and unrelated areas in recent years. Its present an overview of the cigarette industry in India and gives detailed account of the areas in which ITC has diversified. The competition that ITC is going to face In each of the segments it has diversified into is also explored
* **Eye Opener:** Undertook an initiative to visit a dying art industry in the suburb of Kolkata and developed the business strategy to market the products in the urban market and increase the source of revenue for the artisans
* **Mall Survey:** Conducted a survey in Avani Mall to understand the marketing concepts followed by the retail outlet and psychology of the customers visiting the mall.

**ACHIEVEMENTS**

* Getting my first incentive at ICICI Securities (2015)
* Awarded a prize in computer gaming (2011)
* Winner of inter school relay race champion (2007)
* Winning team of Inter Locality Cricket Tournament (2005)

**OTHER INTERESTS**

* Sports
* Photography
* Gadgets &Technology