**NAGESH GANGULI**

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**Present Address**: C-6/11, Manglika Housing Co-op, Phase-4(E.K.T.P) E.M.By-Pass, Calcutta - 700107

**Seeking assignments in Sales/Marketing with an organization of repute**

**Professional Summary**

* **Almost 30+ years** of experience in Sales & Marketing Extensive experience in Sales & Marketing, of which 15+ years is as a manager.
* Expertise in Business Development,Channel-Management, Retail,Market Analysis, Demand-Creation Activities& Man-Management.
* Expertise in Franchisee / Modern Trade Management
* Proficient in Driving growth oriented result.
* Demonstrated skills in relationship managementand communication coupled with excellent analytical, mathematical and leadership abilities.

**Core Competencies**

* ***Sales-Management***

Analysing the market & setting–up/relocating dealer/distributor/Franchisee points, in view of the product category .**Increasing the market share** of the company.

Managing exclusive franchisee outlets

**Credit Control** of Branch and maintaining a regular cash-flow, keeping the credit period, limited to 21 days, for average trading.

Convincing the Trade Partners, in terms of **R.O.I** to increase investment from the trade.

Formulation of Branch **Schemes** and floating them in the market .

Developing **Local-Advertisement** lay-outs & participation in Exhibitions/Fares.

Facilitating the trade, for **Institutional Sales**.

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Monitoring of **C&F Operations**.

***Co-ordinating & Overseeing the Commercial Activities of Branch.***

Intervention for timely filing of **GST**, **ESIC** and **PF** as well as **Audits**, and filing of various **returns** etc. required under various statutes.

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**Rolling Forecast Planning** for procurement, logistics and sourcing of materials ensuring optimum utilization of materials & maximum cost savings.

**Timely Delivery To The Trade & ensuring Minimum stock-holding period**

* Co-ordinating&overseeing the After-Sales Service activities of Branch, Ensuring proper & timely service to trade/customer.
* Spare-part inventory-management.

**Career Features**

**Present Assignment**

**Baltra Home Products** (Home/Kitchen Appliances Brand)

**Regional Manager- West Bengal Based at Kolkata**

Monitioring & guiding the team to achieve its goals.

Setting targets, in consultation with the team & H.O and achievement of the same.

Mapping the market, product group-wise & planning to develop the same as per the presence of the brand, in that particular market.

Suggesting schemes to maximise sales,to H.O & implementation of the same,in the market,to achieve desired results.

Monittoring the commercial activities,of the trade,as per policy.

Monitoring the after-sales-service network & doing the needful,as per policy of the company and demand of the market.

**Present Emoulments: CTC: Rs.10.00 Lacs P.A + Perks**

**Kent R.O Systems Ltd\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ June-2019- Sept-2019**

Regional Manager(Appliances Division) For West-Bengal,. Reporting To National Sales Head(Appliances).

Covering the state of West-Bengal, with 02 A.S.M & 05 Executives.

Establishing The Channel Network for **Kent(Appliances)** In West-Bengal.

.Mapping the market & instaliing productwise distributor/dealer accordingly. Dividing the SKU wise target to the retailer level & monitoring the same.

Formulating schemes for the trade & consumers,in relation to competition.

Organising local promotional activities. e.g Product Demonstrations & Fare/ Exhibition Participations.

Co-ordinating With Modern Retail Chain Sores.

Facilitating the trade for institutional sales.

Managing/monitoring the commercial / Logistics activity, to maintain timely delivery, to the trade, in accordance to company norms.

**United Cookers (United Ekta Engineering Udyog Pvt Ltd) May-2017- Feb-2019**

.Sales Manager For Eastern India,.Reporting To Vice-President.

Covering the states of West-Bengal, North-East,Bihar,Jharkhand,Orissa.

Launching the brand **UCOOK**,throughout Eastern India,in a phased manner.

Establishing The Channel Network for **UCOOK** brand In Eastern India .

Appointment of statewise Super-Stockist & managing the business,in that particular state,through . the super-stockist, with company personnels.

* Mapping the market & instaliing productwise distributor/dealer accordingly. Dividing the SKU wise target to the retailer level & monitoring the same.

Formulating schemes for the trade & consumers,in relation to competition.

* Organising local promotional activities,in relation to market conditions & competitor activities.

Co-ordinating With Modern Retail Chain Sores.

Facilitating the trade for institutional sales.

Managing/monitoring the commercial / Logistics activity, to maintain timely delivery, to the trade, in accordance to company norms.

Presently managing a team of 9 persons,which is rapidly expanding,with coverage of new territories.

Attained a sustainable monthly turnover, since May’17, from zero.

**TTK Prestige Ltd Aug-2008-Feb-2017**

* Branch Manager Of Jharkhand & Bihar . Monitoring/Managing the total operations of the company in these 02 states. Report to R.S.M at Kolkata, zonal office.
* Determiningg the target in respect of market-share & growth with consultation with Sr.management.
* Redistributing the target amongst the sales force.Convincing & motivating them to achieve the same ,as per company terms & policies.
* Mapping the market & instaliing productwise distributor/dealer/franchisee accordingly. Dividing the SKU wise target to the retailer level & monitoring the same,in association/consultation with the sales team.
* Formulating schemes for the trade & consumers from time to time. Organising local promotional activities,in relation to market conditions & competitor activities.
* Appointment/management of Prestige exclusive retail outlets(franchised showrooms).
* Co-ordinating with Large Format Stores.e.g: Big-Bazaar,Spencer’s,Reliace Retail,Vishal megamart.etc. Deputing sales-promoters at potential outlets.
* Liasioning with CSD canteens & other institutions for bulk orders.
* Managing/supervising service through company service personnel, service centres & service franchisees at different locations.
* Logistics, commercial & administrative functions,including government requisities handled in association, with, company personnel. lawyers and C&F agents at Jamshedpur & Patna.
* Co-ordinating with Zonal office & Head Office.
* Managing a team 0f 22. Motivating & monitoring their activities to extract the optimum of each individual.
* Attaining Branch-profitability through monthly achievement of High end product sales target achievement.
* Attaining an annual turnover of **30 crores INR**.

**Kitchen-Appliances India Ltd (Kenstar) Bhubaneswar Feb2004-July-2008**

* Branch Manager of Orissa for **KENSTAR** brand. Managing a team of 11employees.
* Attaining Branch-profitability through monthly achievement of High end product sales target achievement.
* Achieving Branch-targets – both Volume and Value.
* Bhubaneswar Branch-2nd of all the Branches, in the country, in terms of profitability (2005-2006).
* Bhubaneswar Branch-1st of all the Branches, in the zone, in terms of target Vs achievement (2007-2008).
* Attaining an annual turnover of **110 Million INR**.

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**Electrolux Kelvinator Ltd**-Bhubaneswar, **Sr.executive(Sales)** **May2000-Feb2004**

In charge for**Central and Coastal Orissa.** Instrumental in tapping high volume of **CSD / Military Canteen** Sales and other large Institutional parties.,as Pepsi,Coke etc.

Incharge of Air-conditioner & Deep-Freezer business in Orissa.

Reporting to Branch manager &Manager Institutional Sales at H.O.

**IFB Area Sales Manager**,**for** **Orissa** based at Bhubaneswar **From July1999-Apr 2000.**

Reporting to Regional Manager East, at Kolkata.

Establishing the Network in Orissa.

**Whirlpool India Ltd-(Formerly Expo Machinery Ltd)**Bhubaneswar **Sr.Executive (Sales) Dec1993-June1999.**

Territory In-Charge. Reporting to Branch Manager. Introduction of Double Door refrigerator in Rural Areas of Backward districts of Orissa. **Awarded as Branch Sales Champion**.

**MRF Ltd**-Gujrat&North-East as **Sales Supervisor**.**Mar1990- Dec1993**

Reporting to District Manager. Development of new markets in North –East States. Achievment of 107%

Of monthly target for 6 months in a row. **Promoted to Sales Supervisor**

**Nov1988-Feb-1990**

**Remington Rand Of India Ltd-**Kolkata**- as Sales Representative**

Reporting To Sales Manager. Direct sales in a given area.

**Bachelor of Arts**  St.Xavier’s college Kolkata 1988

**Advanced Diploma in Mktg & Sales** N.I.S Sparta 2000

**IT Credentials**

SAP, Microsoft Office

**Personal Vitae**

Date of Birth : 09thDec1967

Marital Status :Married in 2000

Languages :English, Hindi, Bengali & Oriya

Hobbies :Movies / Sports

Available For Interview : Any Time

**References**

1) Mr.Dinesh Garg

Executive Vice-President

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2) Mr.Naved Ashraf

C.O.O

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