

Resume

# SAYANTAN ROY

**Address Current**

Mridha Apartment

3rd Floor, Flat No 4B

Nirmal Sengupta Sarani,

Ghosh Bagan, Badra

Kolkata – 700079.

PH. 09903917285 /08240695697

**E-Mail ID**: [**sayantan.roy1983@gmail.com**](mailto:sayantan.roy1983@gmail.com)

## Career Objective: To scale new height with sustainable high performance & remain positive in life.

**EMPLOYMENT PROFILE & ACHEIVEMENT:**

1. Having a work experience of 14 yrs above of which 3+ yrs with **NUCHEM LIMITED**., then 2+ yrs with **J.K. CEMENTS LIMITED.**

Currently working (w.e.f 16th September, 2013) **THE INDIA CEMENTS LIMITED,** posted at Kolkata, as Regional Non Trade Manager **looking after the Non Trade Sales of West Bengal, Bihar & Jharkhand.**

Major assignment handled at the present position is being summarized below:

1. Plan & Strategize to establish COROMANDEL cement brand in West Bengal, Bihar & Jharkhand Market.
2. Handling 21,000MT approx of cement per month.
3. Currently emphasizing on Institutional Sales.
4. Inventory control to minimize the operational cost and reduce damage resulting to customer delight.
5. Creating Brand Equity through different target segment meets like Contractors Meets, Builders Meets, Consumer Meets, Engineers Meets and Architects Meets.
6. Monitoring the competitor’s activities and giving proper feed back to the Higher Management.
7. Propose creative sales promotional idea so as to improve the Brand Image and plan the advertising Budget.
8. Logistics Management to reduce distribution cost and timely supply of material to the customers and further improve companies profitability.
9. Accounts reconciliation and generating different reports as part of Management information System & maintaining Branch Accounts.

**II)** Joined **J.K. CEMENTS LIMITED,** Pune, with posting at Pune,

on 1st July, 2011 the major responsibilities handled is summarized below:

1. To formulate strategy for promotion of all concerned products in accordance with company’s norms.
2. Distribution Network.
3. Channel Sales.
4. Provide necessary feedback of Competitors activity to Higher Management.
5. Promotional activities through seminar and conference.

**III)** Joined **NUCHEM LIMITED,** Pune on 1st July, 2008. During my tenure I have served in various territories i.e. Nashik,Aurangabad, Ahemednagar Baramatil.

**2. PROFESSIONAL QUALIFICATIONS:**

1. Two years Masters Degree in Masters of Marketing Management from the Dr. D.Y.Patil Insititute Of Management & Research under University of Pune, in Marketing. 2008.
2. Area of Interests : Marketing Management.

**3) COMPUTER ACQUAINTANCE:**

Operating Systems : Windows, MS Office.

**4) ACADEMIC QUALIFICATIONS:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Name of Board / University** | **Year of Passing** | **Div** |
| Secondary (10th) | West Bengal Board of Secondary Education | 2000 | 1St |
| Higher Secondary (12th) | West Bengal Board of Higer Secondary Council | 2002 | 2nd |
| B.B.A | West Bengal University of Technology | 2005 | 1St |

**5) GENERAL INFORMATION:**

FATHERS NAME : BHOLA NATH ROY

DATE OF BIRTH : 18.09.1982

PERMANENT ADDRESS : Mridha Apartment, 3rd Floor, Flat No: 4B,Nirmal Sengupta Sarani, Ghosh Bagan, Badra, Kolkata – 79

NATIONALITY : INDIAN

SEX : Male

MARITAL STATUS : Married

RELIGION : Hinduism

**LANGUAGES READ WRITE SPEAK** Personal Conveyance: Yes

English Yes Yes Yes Valid “ DL” : Yes

Hindi Yes Yes Yes Passport: Yes

Bengali Yes Yes Yes

**6) AWARDS & ACHEIVEMENTS:**

1. Durability of Concrete and its Evaluation organized by ULTRTECH CEMENT LIMITED May 8,2021.
2. Enlistment of India Cements in WBECSC, Eastern Railway & major Parties, NHAI, etc.

**7) TRAINING UNDERGONE:**

In – Company training of “ART OF SALESMANSHIP” November’ 2011.

In House Company training of “COMMUNICATION” May’2014.

**8) PERSONAL INTEREST:**

1. Travelling New Places.
2. Listening Music.

Date:

Place: Kolkata

**(SAYANTAN ROY)**