

SUMANTA NANDAN

Head Marketing

ABOUT ME A Science graduate & an MBA with 25 years of experience in Sales & Marketing and Business Development in Tyre Industries and Retreading Industry. Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through. Looking forward to being part of an organization with a challenging role which can offer me opportunity to explore and utilize my knowledge and experience by enabling me to demonstrate my skills so as to get back the organizations return on investment faster. Dedicated to increasing team performance and improving customer satisfaction. Successful track record in challenging, dynamic environments. Gifted manager and leader with strong communication, interpersonal and planning abilities.



Contact

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Work History

2018-12 -
Current

Head Marketing

ELGI Rubber Company Ltd, Kolkata

- Looking after Eastern part of India i.e
- West Bengal, Odisha
- Bihar, Jharkhand, Chhattisgarh, Asam and North- East states
- ELGI is a leading rubber products company committed to design, engineer, manufacture, and deliver superior quality pre cured tread rubber and retreading related materials, repair units and machineries
- ELGI is having India's largest Franchisee networks
- **KEY RESPONSIBILITY AREAS**
- Seasoned professional in Pre-Cured Tread Rubber industries, specializing in Retread of Truck- Bus Tyres, Off-The-Road (OTR) Tyres,

Skills

PROFFESIONAL TRAINING

Emerging Leadership Program" from Xavier Institute of Management , Bhubanewar in 2012.

■■■■■ Advanced

Adv. Diploma in Computer Engineeringfr om I.E.H.T, Kolkata

■■■■■ Advanced

COMPUTER PROFICIENCY

■■■■■ Advanced

STRENGTH/COMPETENCIES-

Self-Motivated

■■■■■ Advanced

High Energy

■■■■■ Advanced

Extrovert with excellent relationship building & communicati on skill

■■■■■ Advanced

Planned organizer

■■■■■ Advanced

Strong motivator

■■■■■ Advanced

Team player

■■■■■ Advanced

Decisive

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- Tractor Tyres. Notably worked as Head Marketing for the eastern region in India, with primary focus on expanding Franchisee networks and fostering Fleet conversion. Accomplished in selling retreading consumables materials and repair units through an extensive open market networks
- Implementing the strategic decision through monitoring and motivating the front-line sales personnel with proper guidance and managing primary sales in assigned territory as per target and collection of payment for sales made as per the company norms
 - Implements sales strategies and maximizes employee performance with focus on driving customer retention, growth and world class service
 - Resourceful at maintaining business relationship with Franchisees, Dealers, Distributors and Customers to achieve quality product and service norms
 - Extensive experience in developing and managing channel network
 - Experience in coordinating with other departments like R&D, Production, Technology, Quality with product performance report for product improvement and customer satisfaction
 - Possess clear understanding of market dynamics like counter share, market share etc.Initiate market research & customer feedback
 - Gather market intelligence, competitor activities and Industry trends and market mapping & segmentation to identify seeding opportunity for current economy
 - Responsible for Relationship building with Large Fleet Operators, analyzing their requirements, rendering technical-commercial guidance to the customers making them understand PCTR product usage pattern; operating costs and revenue model and help establish Customer value

leader with successful track record of achieving sales targets	Advanced
P&L Management	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced
Brand development	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced

Languages

English	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced
Hindi	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced
Bengali	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced

- proposition as defined and negotiating commercially for orders
- Customer Relationship Management (CRM) with clients insuring quality product and service norms and also achieve customer satisfaction by establishing CPKM of Retreaded Tyres compare to New Tyres and acknowledging their concern
- Skilled in sales promotional activities - organizing road shows, expos and application specific events to achieve new product sales, Value selling and penetrate in new markets.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Oversaw and adhered to communications department budget.
- Briefed senior executives on monthly projections, product launches and other marketing plans.
- Built and improved customer engagement plans, boosting conversion rates 15%.
- Grew new business connections by strategically networking with industry experts.

2018-10 -
2018-11

Sr. Sales Manager

CELITE Tyre Pvt Ltd

- Looking after Rajasthan state for promoting Truck and PCR (Pirelli Brand)
- Applied effective time management techniques to meet tight deadlines
- Identified issues, analyzed information and provided solutions to problems

2017-06 -
2018-09

Regional Manager

ZAFCO India Pvt Ltd

- Looking After Eastern Zone of India for selling both Truck (OTANI Brand) and PCR (ZEETEX Brand)
- Engineered effective inventory management strategies and loss prevention

- initiatives to keep shrink below 10%
- Established and maintained operational standards for 15 locations
- Developed promotional plans to complement national sales initiatives
- Introduced cost-saving initiatives to reduce losses and increase profit margin
- Masterminded updates to workflows and revitalized teams to meet changing business needs and boost team member performance
- Boosted brand growth by devising strategic network and marketing tactics
- Supervised staff to optimize brand expansion initiatives and productivity

**2004-01 -
2017-06**

Area Manager

J.K.Tyre&Industries Ltd

- Orisha and West Bengal.
- Exceeded sales forecast figures by 10% regularly through superior customer care
- Managed inventory and reduced shrinkage by 5% through detailed monitoring of daily operations and stock
- Supervised 3 depots to enforce high-quality standards of operation
- Capitalized on new sales and business opportunities when developing partnerships with other companies, successfully increasing sales volume 15%

**2000-06 -
2004-01**

Territory Manager

CEAT LIMITED

- Based at Delhi and looking after Indore also.
- Managed over 20 accounts within Delhi territory

**1998-04 -
2000-06**

Service Engineer

BIRLA TYRES

- Based at Kolkata and looking after entire West Bengal.

- Resolved problems, improved operations and provided exceptional service
- Completed paperwork, recognizing discrepancies and promptly addressing for resolution

Education

1988-01 - 1990-01	MADHYAMIK (CLASS X) <i>W.B.B.S.E</i>
1990-01 - 1992-03	HIGHER SECONDARY (CLASS XII) <i>W.B.C.H.S.E</i>
1992-01 - 1995-04	B.S.C: PCM <i>University of Calcutta</i>
1995-05 - 1998-06	MBA: MARKETING <i>Post Graduate Institute of Management. - Kolkata</i>

Additional Information

Date of Birth : 15/12/1973

CTC : Rs 1200000/-