ARINDAM RAY **Kalpataru Co-Operative Society.**

(M) : 9088882494/8910198997 Street No.: 155, BC-110, Action

[arindam\_roy60@yahoo.com](mailto:arindam_roy60@yahoo.com) Area-1B, New Town,Kolkata-700156.

West Bengal,

Accomplished Sales Manager offering 21 years of experience developing and maximizing Channel and Retail sales. Diligent in building and retaining accounts by providing support and attentive service. Expertise in marketing strategies, product promotion and merchandising to achieve market penetration. Successful record of expanding network connections through persuasive brand imaging. Adaptable and forward-thinking Sales Professional methodical about capturing every business development opportunity with multi-pronged approaches. Focused on continuous improvement of sales numbers through strategic management of teams and monitoring of market trends. Performance-oriented Sales Leader offering exceptional record of achievement over 21-year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities. Hardworking and driven sales management professional equipped to revitalize sales operations and align procedures to maximize profits and client acquisition. Successful at improving sales procedures to streamline and strengthen processes. Multifaceted leader with analytical and diligent approach to building and leading strong teams.

**CAREER HISTORY**

Since Dec 2017 **Alok International Pvt. Ltd. (Brand- OZAR), Gurugram, Haryana.**

**Ozar (1974),** the international tool brand from the house of Alok International is shaping the future of high quality tools with innovation and dynamic strides. **Ozar’s** strong manufacturing program is well complemented by aggressive, modern marketing techniques. The entire product range has been categorized into exclusive categories, each being top-of-the line in its class-Precision Tools, Cutting Tools, Pneumatic tools, Industrial Tools and Hand & Lubrication Tools.

**Post Hold**: Sr. Sales Manager

**Key Responsibilities**

* Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
* Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.
* Consistently serviced accounts to maintain active contacts and continuously promote profitable offerings.
* Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
* Grew retail sales volume in assigned territory 50% through strategic budgeting and product promotion.

**Area**: **West Bengal, Orissa, Assam, Bihar, Jharkhand, Chhattisgarh, Nepal and Bangladesh.**

**Product**: **Lubrication Tools, Precision Tools, Industrial Tools, Cutting Tools (Thread Taps and Die), Cutting Oils, Hand Tools and Pneumatic (Air Tools, Construction and Material Handling) Tools.**

**July 2013 – Oct 2016: JK Files (India) Ltd (subsidiary of RAYMOND Ltd.), Mumbai**

**JK Files (India) ltd**, a subsidiary of **Raymond Ltd** is today the largest producer of files in the world. It has an impressive 56% global market share. With expertise of over 65 years in the business of Files & Drills. Since 1972 this division has been regularly receiving the Engineering Export Promotion Council’s Excellence award. Also JK brings Power Tools category of handheld, electric powered tools for simply laborious task carried out by carpenters, masons, electricians, metal fabricators.Also solid carbide Drills and HSS taps.

 

**Post Hold**: Area Sales Manager

**Area**: **West Bengal, Nepal and Bhutan**

**Key Responsibility :**

* Accomplished sales goals and boosted revenue through product knowledge and customer relationship management.
* Initiated new sales and marketing plans for product roll-outs, including developing sales, distribution and media strategy.
* Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
* Organized promotional events and interacted with community to increase sales volume.
* Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
* Handled all customer relations issues pleasantly, enabling quick resolution and client satisfaction.

**Product**: **Files, Drills (Jobber, Tapper Shank, Forged, SDS, Masonry), Power Tools, Cutting Tools (Drill Bits) and**

**Accessory.**

**May 2011 – June2013**: **Sterling Abrasives Ltd**. (A **Murugappa** Group of Companies)

**Sterling Abrasives Ltd (SAL)** is an ISO 9001:2015 certified enterprise manufacturing a wide range of grinding wheels for the past four decades. We are one of the leading manufacturers of Grinding Wheels, making full range of Vitrified & Resin Bonded Grinding Wheels since last 43 years.

**Post Hold: Area Sales Manager**

**Area: Orissa, Bihar, Jharkhand, West Bengal**

**Products:** **Abrasives (Bonded – Resin and Vitrified)**

**Key Responsibilities**

* Develop relationships across targeted accounts
* Manage all sales related aspects for allocated accounts
* Develop business in Industries, Steel Plants.
* Develop new products with new markets ( Agro Biz. - Grinding Wheel)
* Created effective strategies to target new markets after researching and analyzing competitor behaviour.
* Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
* Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.

**Jun 2006 to Apr, 2011 Orient Coated Pvt. Ltd.Bhiwadi (Raj.)**

**Orient Group (1989)** specializes in Abrasives offers a wide range of products both in Coated and Bonded Abrasives. The Company is certified as ISO9001:2000 with an in-house R & D facility. Around 40 different product groups are manufactured in four production facilities. Orient group a full line of Coated Abrasives, often referred to as “sandpaper” and bonded abrasives which can range from grinding wheel to polishing Stones.

**Post Hold:** Area Sales Manager

**Area:** Jun 2006 – Dec 2008 Yamuna Nagar, Derhadun, Rudrapur, Ambala, Ludhiana   
 Jan 2008 – Apr 2011 East Zone – Orissa, Jharkhand, West Bengal

**Products:** **Abrasives (Coated & Bonded - Resin)**

**May 2002 - May 2006:** **Forbros Tools (P) LTD. Ghaziabad**

**Forbros Tools** was established in the year 1989 by the professional with a scope to manufacturing quality Coated Abrasive products to cater the huge market. The company traversed a long way and now has established itself as an accomplished manufacturer of Coated, Bonded and Non-Woven Abrasive with a Strong brand name “**CENTURY**”.

Post Hold: Sr. Sales Executive

Area: **Haryana & Punjab.**

**Products: Coated Abrasives, Cutting Tools (Diamond & TCT Blade), Fibre Disc, Flap Wheel & Mops.**

**Mar 2000 – Apr 2002**: **Flexo-Plast Abrasive (I) Ltd. Aurangabad**

**Flexo-Plast Abrasives (I) Ltd** was established in the year 1950 by the professional with a scope to manufacturing quality Coated, Bonded and Non-Woven Abrasive with a Strong brand name “**THIRANI**”

Post Hold: Sales Executive.

Area: **Delhi & NCR**

Products: **Coated Abrasives (RGR, RR and Zircon)**

**May 1995 - Feb 1998:**  **Gwalec Electricals (P) Ltd. Cable Div. Delhi**

**Gwalec Electricals (P) Ltd** was established on 1987 by the professional with a scope to manufacturing of Wires & Cables, Jointing Kits, Cable Trays and Cable Glands.

Product: **Cables (HT, LT & XLPE), Motors, Luminaries**, **MCB, MCCB**.

Post Hold: Territory Sales Officer.

Area: **Delhi**

**Key achievements**

* Best Region Award on Q2 - 2018-19 at Alok International (P) Ltd.
* Best Region Award on Q1 & Q2 – 2016-17 at JK Files (I) Ltd,
* Best Region Award on Q4 – 2014-15 at JK Files (I) Ltd.

**EDUCATION & TRAINING**

**B. SC (Chemistry)**. - Year: 1993 from NBU, WB.

**MBA** – Year 2000 from GJU, Hissar

**DME** – Year 2013 from IME, Mumbai

**Computer Skills**: MS Office & Windows8

**Professional Workshop Training:**

Attend professional workshop training (**Enhance Your Professional Effectiveness & Start a New Business**) under **CII**, **Sleepwell Foundation** and **Maclead Certification Pvt. Ltd.**

**HOBBIES & INTERESTS  **

* + Cricket
  + Cooking
  + Travel

**Skills:**

* After-sales support
* Creating sales strategies
* Sales generation
* Sales Goals
* Sales promotion

**REFEREES**

1: Name: Tejashree Abhishek (HR Manager) Company: JK FILES (I) LTD (a subsidiary of RAYMOND Ltd) Relationship: HR team Mobile: 9819367462.

2: Name: Debabrata Ranu (Exe. Engineer) Company: PWD – Roads (WB Govt.) Relationship: Friend, Mobile: 9434239972

**Current CTC:** **11.42**L **(INR.)**

**Expected CTC: As per Company Norms**

**Locations Preferences:** **East Region**

**Notice Period:** 1month

**ARINDAM RAY**

