**Result oriented professional with over 7 years of experience in the field of :-**

* **Channel Management**
* **Retail Management**
* **Business Development**
* **Key Accounts Management**
* **Client /Partner Relationship Management**
* **Sales Force Management**

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**EKATA**

**E-Mail:** [**ekata.264681@2freemail.com**](ekata.264681@2freemail.com%20)

**Mobile: Whatsapp +971504753686 / +919979971283**

**Professional Motto**- To upgrade and utilize my knowledge and experience in field of sales & marketing and bring accelerating outcome for employer and self

**Core Competencies:-**

* **Channel and Retail Chain Management**
* **Key Clients & Partner Relationship Management**
* **Business development: Hunting, Reaping, Market research, Partner analysis & development, Product portfolio planning etc.**
* **Stock Management: Stock Forecasting, Stock Flow & Display Management. Primary, Secondary & Tertiary. Monthly & Quarter Scheme Planning & Execution.**
* **Business Process Administration: Processes Tracking and Operations management**
* **Pre-Post Sales Management**
* **Promotional Requirement – Out come Analysis: ATL & BTL activity planning & productive execution**
* **Sales Force Management - Recruitment, Selection, Training & development, Sales consultation, Attrition Control, Performance management, Succession Planning**
* **Corporate Sales Management & Key Accounts Management**
* **Budget management & Cost control**
* **Business strategy planning & business Reporting**

**WORK EXPERIENCE – 7 Years and counting**

**Current employer – Hindustan Unilever Limited**  

**May 2016 till Date**

Job Location: - Mumbai

**Roles & Responsibilities: -**

1. Handling business development role for West region for Pureit Water & Air Purifier

2. Adding new emerging channels and bring growth in existing ones

3. MT (Croma, Reliance, Vijay Sales) product portfolio Management

4. B2B business channels development & managing corporate sales

4. Adding new distributor to the distribution chain & existing partner growth & management

5. Key accounts management both hunting & farming

6. Payment & collection management

7. Stock forecast, Primary & Secondary

8. Geography expansion

**KEY ACHIEVEMENT:-**

* 4 new business channels added
* 50 Plus new B2B accounts added out of which 10 active billing quarterly
* 6 new distributors added
* 130% growth to last year’s base
* 22% growth to Overall MT

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**MARCH 2015 to APRIL 2016**

Employer:- Sugatsune Kogyo India Pvt. Ltd

Job Location: - Mumbai

Designation: - **Business Development Executive**

**Roles & Responsibilities**:-

Was managing Channel Relationship Nationally for Sugatsune Kogyo India Pvt. Ltd. (Indian Subsidiary of Sugatsune Kogyo Co., Ltd., Japan)

The KRA Includes:-

1. Distribution Channel Management ( all the 3 Tiers of distribution channel ) on Pan India level.

2. B2B ( Sub-distributors, Hardware retailers , Kitchen retailers , Large scale OEMs ) & Corporate Relationship Development

3. International business communication - co-ordinate with the team in Japan to ensure product availability , stock transfer & stock flow

4. Business development - Spreading product awareness, Working out plans to increase in billing of current partners , Hunt prospective area /partners for business acceleration on national level

5. Market Research & Strategy Development -Visit existing and new markets extensively and formulate strategy for business success. Analyse the business of existing business partners and suggest products matching to their business needs. Workout strategy to increase the length & breadth of brands.

6. Product training, Planning and presenting brands on regional level , national level & international exhibitions etc.

**SEPTEMBER 2014 - FEBRUARY 2015**

Employer: - **Hidesign India Pvt. Ltd.**



Job Location: - Mumbai

Designation: - **Assistant Manager, Corporate Sales**

**Roles & Responsibilities**:-

Build effective business relationship with existing clients, Respond to business inquiries, Sales Presentation, Lead generation, Order processing and delivery management, Pre-post sales support, Payment collection

**Key Achievements:-**

Generated **60 Lakhs** revenue during my employment by developing business relation with Organizations like Nokia Siemens Network, Taj Group Of Hotels, Glenmark, Ultratech, Flash & Forge, Monsanto, Taj TV etc.

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**FEBRUARY 2013 - JULY 2014**

Employer: - **HCL Infosystems Ltd.**

Job Location: - Bhubaneswar, Odisha

Designation: - **Territory Manager, HCL ME TABLET**

**Roles & Responsibilities**:-

Headed Odisha for Tablet PCs and was the single point of contact for Sales & Service Management, Channel Administration, T & D of ISDs, Channel relationship management (Pre-Post Sales) ,Display Management, Billing, Supply and Claim Administration ,Distributor Performance Improvement ,Corporate Sales Management and channelizing the deals via business partners, Organized Channel Management (Includes the sales and supply management to The Mobile Store, Pantaloons e Zone, Planet M, Future Group )

**Key Achievements:-**

* Increased the tablet sales for 10 times and converted Odisha territory from a Cost Centre to a Profit Centre within 3 months of operation.
* Raised the Market Share of HCL Me Tab to 23 % from 7%.
* Cracked deals of 1000 plus Tabs via corporate sales to corporate clients like Orient Fans , Eureka Forbes and to reputed Educational Institutions
* Enriched the Channel with addition of 6 new A Class distributors to the systems and increased the marketing penetration by adding 150 plus new dealers to the channel and made Odisha the 2nd Highest Revenue generating territory in East after Kolkata .
* Successfully floated 5 HCL Exclusive Brand Stores across Odisha which increased the TAB sales by another 10%

**FEBRUARY 2012- JANUARY 2013**

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Employer: - **Best IT World India Pvt. Ltd. (iBall)**

Job Location: - Bhubaneswar, Odisha

Designation: - Channel Sales Manager

**Roles & Responsibilities**:-

* Was responsible for Channel & Retail Sales (primary, secondarysales), B2C sales with focus on achieving predefined sales target and growth. (Branch target, Category wise target, Territory/Executive wise Target)
* Was forecasting and planning monthly & annual sales targets, schemes, stock and executing them in a given time frame.
* Analysing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies; initiating market development efforts.
* Recognizing and establishing financially strong and reliable channel partners for deeper market penetration; providing training & direction to channel partners for achieving set target.
* Building and maintaining healthy relationship with channel partners; supervising collection status for ensuring zero outstanding.
* Planning Stock and Sales Distributor wise, retailer wise to achieve deep penetration in all the territory

**Key Achievements:**

* Had brought Odisha branch to 1.5 Cr Business Club with 100% Target achievement (With an increase of 50 Lakhs in Sales)
* Cracked orders of 1000 plus pieces of Tablet PC in 2 quarters through Corporate Orders

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**JULY 2010- JANUARY 2012**

Employer: - **Godrej & Boyce Mfg. Ltd.**

Job Location: - Bhubaneswar,Odisha

Designation: - Retail Manager

**Roles & Responsibilities**:-

Worked as a Retail Manager at Godrej & Boyce Mfg. Co. Ltd. Bhubaneswar and taking care of various retail activities like recruitment, training for channel partner, sales improvement, Target & Stock management etc. for Odisha Branch.

* Maintaining harmonious relationship with business partners, clients and consumers
* Management of the retail chain and ensure the performance of the employees of the business partners.
* Responsible for the maintenance of the sales & promotion budget and sales projection
* Act as a liaison in between the Business Partner/clients and management staff
* Routine Sales Analysis and Effective target v/s achievement strategy formulation
* Promotional Planning, Co-Ordination, Proper planning and allocation of display material
* Responsible for Recruitment, Induction, Training and Development for sales force under Business Partner
* Performance Management and Salary calculations
* Expenses and HR Budgeting
* Employee relationship and discipline management
* Debt & Collection Management
* Stock Forecasting, Maintenance and Display Management
* Manual and Online (Client-Stock-Performance)database management (ERP)

**Key Achievements:**

* Successfully expanded Total Branch Sales (SBU-Twin city Sales) by 40% by increasing retail sales from Rs **1.8 Cr. to Rs 2.5 Cr.**
* Successfully established Eastern India’s Largest Interio Showroom(as Child Project) At Bhubaneswar which is doing highest business**( 60 Lacks Per Month)** in national level
* Has received award for Best Performer and Best  Manager for the year 2011-2012 in National Level Appraisal Program Of Godrej

**Academics:**

* **MBA** from Regional College of Management (RCM) Affiliated to BPUT, Odisha . **University Topper with a CGPA 9.18**
* **BBA** from Rourkela Institute of Management Studies, Rourkela Affiliated to Sambalpur University. **University Topper with Mark Percentage of 80%**
* **12th** in **Science (PHYSICS,CHEMISTRY,BIOLOGY,MATHEMATICS)** from M.P.C. (Jr.) College, Baripada, Odisha under CHSE Board
* **10th** from M.K.C High School, Baripada, Odisha HSC Board

**Personal Details:-**

**Date of Birth:** 29th June 1987

**Language Known: English,Hindi, Odia, Gujrati, Abadhi,Bihari,Punjabi, Bengali etc.**

**I vouch for the authenticity of the information provided.**

Date-

Signature-