

Arup Dutta

BUSINESS DEVELOPMENT | EAST MARKET BUILDER | |
STARTUP GROWTH SPECIALIST | PEOPLE MANAGEMENT |



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Results-driven leader with over 10 years of experience in business development, process setup, and operational excellence within startups. Demonstrated success in driving 10x growth, establishing robust processes, and achieving operational excellence. Expert in P&L management, market expansion, and team leadership, with a proven track record of exceeding performance targets and setting industry benchmarks.



Key Achievements

KEY ACHIEVEMENTS

- **Rapid Revenue Growth:** Spearheaded the rapid growth of the Eastern region, driving revenue from 0-10x growth, achieving ₹15 crore in annual revenue, and contributing 35% to the overall Doc Connect revenue Pan India.
- **Strategic Sales Initiatives:** Implemented strategic sales initiatives that were crucial in achieving significant revenue growth.
- **Market Penetration:** Successfully penetrated new markets, establishing strong and fruitful business relationships in the Eastern region.
- **Growth Opportunity Identification:** Demonstrated a keen eye for identifying and capitalizing on growth opportunities to drive business expansion.
- **Outstanding Performance:** Recognized and awarded the "Outstanding" ranking in the recent performance evaluation for exceptional achievements.
- **Target Exceedance:** Earned a reputation for consistently exceeding targets and delivering outstanding results.
- **Strategic Thinking:** Utilized strategic thinking and analytical skills to devise successful business plans and sales strategies, ensuring sustainable success.
- **Accolades and Recognition:** Received numerous accolades for exceptional performance and significant contributions to the organizations.



Work History

Jul 2022 -
Current

Business Development Head

Apollo 24/7, Kolkata, Rest of Bengal, Bhubaneshwar, Guwahati, India

- **Growth Leadership:** Spearheaded the launch of Apollo 24/7, driving the business from inception to an annual revenue of ₹15 crore within a year.
- **Market Dominance:** Added 1,000 paid doctors to the platform, achieving the highest addition rate Pan India, and outpacing the closest competitor by 3x.
- **Operational Excellence:** Implemented robust operational processes, optimizing resources, and reducing costs, contributing to substantial market share gains.

Sep 2021 -
Jul 2022

Channel Lead

Olx Autos, Kolkata, West Bengal

- **Team Leadership:** Led a team of over 80 people, managing end-to-end operations in an intermediary role—purchasing used cars from retail customers and selling them to used car dealers via a home inspection model.
- **Operational Excellence:** Developed, implemented, and enhanced employee targets and operational policies to boost productivity and strengthen team performance.
- **Revenue Growth:** Led a 50% increase in customer acquisitions, resulting in a 30-40% growth in monthly revenue and a 20% YoY improvement in profit margins.
- **Efficient Workforce Management:** Set and updated weekly work schedules, considering expected customer levels, planned promotions, and individual employee strengths to meet coverage demands.

Sep 2020 -
Sep 2021

Regional Manager-East

Cardekho.com, Kolkata

- **P&L Leadership:** Managed P&L for the East region, driving consistent revenue growth and surpassing key financial targets.
- **Process Enhancement:** Established and optimized operational processes, leading to a significant 2x increase in productivity and profitability.
- **Market Expansion Strategy:** Spearheaded expansion into 10 Tier 2 cities, including comprehensive sales planning and marketing initiatives for senior

leadership.

- **Strategic Market Analysis:** Monitored customer buying trends, market conditions, and competitor actions to refine strategies and achieve sales goals.

Mar 2018 - **Business Development Head-East**

Sep 2020

Oyo Rooms & Homes PVT Ltd, East

Market Penetration: Spearheaded aggressive market expansion, resulting in notable revenue growth and increased market share in the region as a Business Development Manager.

Promotion: Rapidly advanced from Business Development Manager to Business Development Head within 10 months, driven by exceptional performance and results, including the addition of 1,000 live rooms—a record for an BDM in Pan India.

Exponential Growth & Recognition: Drove 0-10x growth for Weddingz.in in the Eastern region, significantly increasing supply. Earned recognition as Best BDH in India for five consecutive months.

Strategic Expansion: Led the dynamic expansion of OYO Weddingz.in's footprint in the Eastern region in 4 Cities Across East, achieving substantial revenue growth and bolstering market share.

Operational Excellence: Enhanced business processes to improve customer satisfaction and boost operational efficiency, contributing to Less than 5% Churn in the Entire Portfolio.

Jan 2016 - **Senior Manager**

Jan 2018

Fabhotels.com

- **Exponential Growth & Ownership :** Achieved 01-10x growth, with end-to-end ownership of city sales, supply, and operations, driving holistic control and strategic direction for business growth.
- **New Market Entry:** Successfully launched and expanded Fabhotels in new geographies across East, achieving rapid market penetration and 20% revenue growth Month on Month.
- **Sales & Operational Management :** Led end-to-end sales and operations, ensuring alignment with corporate growth objectives and achieving key business outcomes, including 25% sales revenue growth and 15% operational efficiency improvement.

Jan 2015 - **Area Sales Manager**

Jan 2016

Cardekho.com

- Identified and developed new key account opportunities, driving 30% growth in assigned accounts
- Optimized business portfolio to ensure 15% profitable growth across all assigned accounts
- Successfully developed, monitored, and concluded 90% of contract negotiations for assigned key accounts, resulting in 12% revenue increase
- Developed and maintained 25 key Dealership accounts in sales force, creating visibility and driving action through:
Pipeline management, achieving 18% quarter-over-quarter growth
Account plans, resulting in 22% increase in sales revenue

◆ **Jan 2013 - Citibank NA | Corporate Associate**

Jan 2015

- Delivering on Card Acquisition/PL targets through Direct Sales and cross selling of other banking products such as Mortgage, Banking accounts and Personal Loans & Credit Card.
- Engaging with prospective customers at our partnership locations to acquire new customers.

◆  **Education**

◆ **Feb 2024 - Executive Program in Senior Leadership**

Current *Indian Institute Of Management - Visakhapatnam, India*

◆ **Jan 2011 - MBA: Sales, Merchandising, And Marketing**

Jan 2013 *Globsyn Business School - Kolkata*

◆ **Jan 2008 - BBA: Sales And Marketing Education**

Jan 2011 *International School of Business & Media - Kolkata*

◆  **Certifications**

◆ **Jun 2020** Critical Thinking for Better Judgment and Decision-Making

◆ Business Development: Strategic Planning

◆ Google Analytics Essential Training

◆ CM - Certified Manager Certification

◆ CPM - Certified Professional Manager