



SOURAV GHOSH

CONTACT

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📅 05/12/1986

OBJECTIVE

A respectable position in a growth oriented organization, which can give me an innovative and challenging working environment to utilize my experience and skills; and offer scope for learning and for continuous professional development through teamwork and self-expression.

LANGUAGE

- ✓ English ★★★★★
- ✓ Bengali ★★★★★
- ✓ Hindi ★★★★★

SKILLS

- Sales Planning ★★★★★
- Distribution Management ★★★★★
- Customer Relationship Management ★★★★★
- Interpersonal and Communication skills ★★★★★
- Negotiation Skills ★★★★★
- Organizational Skills ★★★★★
- Team Management ★★★★★

INTEREST

- Guitar Playing
- Paintings
- Reading Books

WORK EXPERIENCE

📍 Area Sales manager

Campus Activewear Ltd
Location- West Bengal

September,2023 - Present

- Execute the sales strategy for the area/ territory in alignment with the business plan.
- Work closely with the marketing department in execution of BTL activities
- Ensure product/ range availability to all the retail points of sales & manage stock at the distributor level
- Ensure daily reporting and review weekly plan, Consolidate sales report. Analyze and take corrective actions
- Implement sales systems and processes in the area/ territory People management

📍 Area Sales Manager

Modenik Lifestyle Pvt Ltd
Location- West Bengal and Bihar

May,2023 - Present

- Execute the sales strategy for the area/ territory in alignment with the business plan and in consultation with the BSM
- Understand and share market trends, potential and competition information to leverage and explore all types of channels Sales Operations
- Take complete ownership of product availability in the channel Distribution Management
- Consolidate and analyze distributor feedback to recommend and propose corrective actions

📍 Sales Executive

Aditya Birla Fashion Retail Ltd
Location- Howrah, Hooghly, East and West Midnapore

August,2022 - April,2023

- Achieve primary and secondary sales target of assigned territory in the general trade channel.
- Conduct regular market visits to check route coverage, competitor activity and continuously planning with team to execute channel Expansion to increase sales in the area
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Infrastructure realignment & new distributor appointment by assessing territory gaps.

📍 Area Sales Executive

Amante India Pvt Ltd
Location- South Bengal, Kolkata, North 24 Parganas,Howrah and Hooghly

December,2021 - August,2022

- Achieve primary and secondary sales target of assigned territory in the general trade channel.
- Derive category wise distribution targets & achieving the same at State & distributor level.
- Infrastructure realignment & new distributor appointment by assessing territory gaps.

📍 Sales Officer

Page Industries Ltd
Location- East and West Burdwan, South Kolkata

September,2019 - November,2021

- Achieving secondary and primary sales of the Territory
- Monitoring and supervising distributor sales officer
- Improving sales force efficiency for higher revenue growth.
- Handling and managing product visibility and sales promotion activities.
- Ensuring healthy ROI of channel partner by constantly improving service efficiency

Marketing Executive

Lotus Herbal Pvt Ltd

**January,2019 -
August,2019**

Location- North Kolkata, North 24 Parganas

- Achieving secondary and primary sales of the Territory
- Monitoring effective credit control and inventory management.
- supervising distributor sales officer
- Take care about more range selling and productivity.
- Take care of Salon Training Program and Branding Activities

Sales Executive

P.P.G Group

**November,2012 -
December,2018**

Location- Kolkata, North 24 Parganas, Murshidabad

- Achieving secondary and primary sales of the Territory
- Take care about more range selling and productivity.
- Weekly and daily review meeting with the salesman.

Performance Coach

Britannia Industries Ltd

**March,2011 -
June,2012**

Location- North Kolkata

- Achieving secondary and primary sales of the Territory
- To motivate the RSA (route selling agent).
- Take care about more range selling and productivity.
- Implement companies' promotional activities.
- Handling merchandiser team

PROJECTS

Internships

Adhunik Metaliks Limited.

Intern – Management, Feb,2010 to May,2010

As a part of MBA - Curriculum, pursued an Internship at Adhunik Metaliks Ltd for a period of 4months.

Project Undertaken - Analysis the ratio of ADHUNIK METALIKS LIMITED Compare Adhunik's financial position with other three competitors (USHA MARTIN, KALYANI STEEL AND ANKIT METAL AND POWER)

EDUCATION

Master of Business Administration

Eastern Institute of integrated learning In Management

67%

2009 - 2011

B.Com (Hons)

University of Calcutta

55%

2005 - 2008

Higher Secondary


West Bengal Council of Higher Secondary Education

60%

2003 - 2005

School Final

2001 - 2003

Signature: 
Sourav Ghosh