



# SUMIT GARAI

Confident and Highly Ambitious Marketing & Sales Executive/Manager successful at increasing monthly revenue using insightful marketing strategies and aggressive sales development. Skilled at understanding customer and sales team requests and meeting needs. Furthers success by strengthening my team training by facilitating sales techniques.

## CONTACT

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## CORE QUALIFICATIONS

### TECHNICAL-

- **ADVANCED MICROSOFT EXEL (Henry Harvin Institution)**
- **BUSINESS ANALYTICS & BUSINESS INTELLIGENCE (IIM-ROTHAK)**

- POWER-PIVOT
- MICROSOFT POWER POINT
- MICROSOFT POWER BI

### NON TECHNICAL-

- SALES & MARKETING TECHNIQUES
- SALES TRAINING
- SALES AND MARKETING STRATEGIES
- SALES TEAM HANDLING
- SALES PITCHING

## INTERESTS

- Recitation
- Painting
- Learning about astronomy.
- Watching movies, cricket matches and web series.
- Exploring new places
- Socializing with new people.

## EXPERIENCE

### Customer Executive

**VARUN BEVERAGES LTD - SILIGURI, KHARSEONG, MIRIK, INDIA**

- 12/2019 - Current
- Outlet Addition in the territory
  - EDGE Score
  - Distributor Handling
  - Develop a network of dealers and distributors in the assigned region and achieve the Sales target assigned to him/her
  - Use field data for assigned market to identify brand/pack gaps in territory
  - Design and implement local Sales promotion scheme.
  - Set clear volume targets and KPIs for his/her team
  - Conducting regular feedback sessions with team members and providing necessary inputs
  - Carry out coaching, mentoring and hand holding for the team members and develop their required skill set
  - Will be accountable for the assigned market (key accounts and outlets)
  - Ensure regular updating of sales MIS and update the reporting officer on daily basis
  - Compiling and analyzing sales figure on regular basis (MICROSOFT EXEL)
  - **Achievements-**
  - Became 7 times dominant 11 during this time span.
  - Developed 4 markets and increase the market share from 5% to 80%
  - Appointed 3 new distributors and 10 sub distributors
  - Developed a high quality GTM structure in my territory.

### Marketing Executive

**TRUSTMEDI.COM (XCEPTIONAL HEALTHCARE PVT. LTD.) - KOLKATA, INDIA**

- 04/2019 - 09/2019
- Corporate Sales & Tie up of Trustmedi health card.
  - Acquire new organizations to provide more benefits to the health card
  - Marketing plans to increase the sales & tie up with super aggregators.
  - Maintaining the sales data ( Microsoft Exel)

### KEY PROJECTS

- **Brand Wars:** Was a leading member during this event of Creative team and Logistic team of our product, which was a hair oil named B2B or back to black, I became the market spokesperson, made the strategies, made the Logo of the product, designed the box with our team, made advertising poster for our product and helped to setup the instore of our product
- **National Entrepreneurship Network:** Attended two days E Leaders' workshop conducted by Wadhvani Foundation. This workshop helped me to enhance my *leadership skills* and to refine my strategies.

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## ADDITIONAL INFORMATION

- Received an award of appreciation from the famous poet Jay Goswami in West Bengal Bangla Academy for the best performance in audio drama
- District champion on a debate drama
- Got the 3rd position on the Art exhibition at Rabrindra Mancha

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## LANGUAGES

**Bengali:** First Language

**Hindi:** C2  
  
Proficient

**English:** C2  
  
Proficient

**Nepali:** B2  
  
Upper Intermediate

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## EDUCATION

2022

BABI (BUSINESS INTELLIGENCE & ANALYTICS)

**INDIAN INSTITUTE OF MANAGEMENT** - IIM-ROTHAK

2020

PGPIBM + MBA SALES AND MARKETING

**BENGAL INSTITUTE OF BUSINESS STUDIES** - KOLKATA

MARKS OBTAINED- **76%**

2017

B.Sc., PURE SCIENCE

**CALCUTTA UNIVERSITY** - KOLKATA

MARKS OBTAINED: **47%**

2013

XII, PURE SCIENCE

**Katwa Kashiram Das Institution W.B.C.H.S.E** - KATWA, BURDWAN

MARKS OBTAINED: **67%**

2010

**X**

**Katwa Kashiram Das Institution** - KATWA, BURDWAN

MARKS OBTAINED: **77%**