

NILANGSHU SAHA

Current Location - Kolkata

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MBA (MARKETING) WITH 22+ YRS EXP IN BUSINESS DEVELOPMENT, OPERATIONS & TEAM HANDLING

PROFESSIONAL EXPERIENCE

Sales Head

JSB AUTOCARS PVT LTD (Dealer of Bajaj two-wheeler)

From Jul 1, 2023 till Feb 12, 2024

Gurgaon

- Managed 8 branches, successfully implementing strategic sales plans to achieve dealership sales targets and objectives.
- Oversaw sales operations, including promotional activities, to drive revenue growth.
- Led and motivated a team of sales professionals, offering guidance, training, and performance management to maximize productivity and enhance customer service.
- Cultivated and nurtured strong customer relationships, ensuring exceptional satisfaction and fostering repeat business.
- Monitored and analyzed sales data, generating insightful reports for senior management to facilitate informed decision-making.
- Implemented and maintained sales processes and procedures, ensuring compliance with company policies.

Tried My Hand in Agarbatti Business

From Jun 2019 to Jun 2023

Kolkata

Sr. Administration Manager (Cluster Sales Head Profile)

TOGO RETAIL MARKETING LTD (Non Banking Financial Co)

From Mar 2011 to May 2019

Kolkata

- Acting as Cluster Sales Head, overseeing Business Development, Customer Relations, and Operations activities across 6 branches in West Bengal, managing a team of 58 employees.
- Accountable for achieving sales targets and driving sales figures in West Bengal.
- Engaged in direct selling, actively promoting products/services to customers.
- Managed day-to-day operational functions of the 6 branches.
- Interacted with customers, promptly addressing their queries and resolving issues.
- Executed promotional activities to increase brand visibility and drive sales.
- Implemented agent relationship management strategies to monitor and enhance productivity.
- Conducted manpower planning, including interviewing, assigning work, and providing direction.
- Monitored and reviewed branch performance, taking corrective actions as necessary.
- Imparted training to agents, ensuring their professional development.

Business Development Executive

HINDUSTAN UNILEVER LTD.

From Nov 2007 to Mar 2011

Kolkata/Odisha

Transferred to Location-Odisha (from Aug 2009 till Feb 2011)

- Roll out Water Purifier through Shakti Channel (Micro Entrepreneurs/outlets) in Rural Orissa.
- Appoint distributors.
- Handle multiple distributors.
- Build & Develop the Sales Team.
- Responsible for Sales Targets.

HINDUSTAN UNILEVER LTD. (Cont.)

Location –Kolkata (from Nov 2007 till Jul 2009)

- Handled Water Purifier Division (Pureit) of North Kolkata as cluster head handling 7 branches with manpower of 245 sales people.
- Managed the gamut of tasks including business development, channel management, distributor handling manpower planning, recruitment, induction and training of Sales Teams.
- Planning & supervising the entire delivery logistics.
- Institutional sales.
- Managed & developed activation programs which include Doctors, Kiosk, Referral, Lead Management System, Schools, Visibility, Exhibitions, Telecalling and Others.
- Provide customer service in order to increase client satisfaction, program growth and new product introduction, handling their queries.
- Created an environment that sustains and encourage high performance; motivate teams in optimizing their contribution in sales volume.
- Competition tracking.

Chief Manager-Business Development

From Oct 2005 to Oct 2007

ALLIANCE BUILDERS & CONTRACTORS LTD. (Real Estate Co)

Rudrapur / Uttarakhand

- Heading Rudrapur Project of the company. Residential Sales.
- Managing marketing (including advertising, promotion & sales), recovery & customer relation activities of a real estate project.
- Managing a team of 20 people.
- To manage the residential sales team and ensure optimum performance in meeting the stipulated Sales Targets.
- Identify prospective clients from various sectors such as corporate and generate business from the existing, thereby achieve business targets.
- Provide guidance for promotions / launches.
- Conduct competitor analysis by keeping abreast market trends and competitors move to achieve market share matrix.
- Maintain cordial relations with service team for speedy response to customers complain to sustain the profitability of the business.
- Review outstanding with Sales Finance head & track collectibles on a daily basis.
- Strategize with the marketing with regard to enquiry generation, branding & corporate presentations to establish a prospective client database.
- Guide team members to handle and resolve the client issues & consistent mentoring of the team.
- Ensure MIS/ report generation by the team.

Business Development Manager

From Jun 2003 to Sep 2005

H.D.F.C. STANDARD LIFE INSURANCE COMPANY LIMITED

Asansol / West Bengal

- Development and growth of business at Asansol.
- Sales forecasting.
- To create brand awareness by organizing road – show, customer-meet, visiting customers, van promotions.
- Recruit & supervise agents.
- Supporting agents in sales call.
- Direct selling.

Executive Marketing

From May 1997 to May 2003

Reporting to the Regional Manager (East)

PEERLESS GENERAL FINANCE & INVESTMENT COMPANY LIMITED

Krishnanagar/Nadia district/ West Bengal

- Development & growth of business at the branch and also to ensure meeting branch targets for deposit mobilization, customer acquisition and agents' recruitment in rural market.
- Handling a sales team of around 600 agents.
- Direct selling to Rural high value customers.
- To create brand awareness by organizing maturity mela, road-show, customer meet, visiting customers & markets, van promotions etc.
- Gathering market intelligence on competition.
- Identifying new potential business areas & market development.
- Recruit, supervise & motivate agents.
- Supporting agents in sales call.

Summer Training – Project in Marketing

On Promotional Mix at Emami (Cosmetics Division), as part of Summer Training during M.B.A. Course.

Educational Qualifications

- Lalit Narayan Mishra College of Business Management
(Under B.R. Ambedkar University) [A.I.C.T.E. Recognized]
Securing 1st Division (63%) Completed in 1997
- B.Com. From North Bengal University
Completed in 1993

Annual CTC

Last Drawn CTC INR 6,96,000 per annum

Language Proficiency

- English
- Hindi
- Bengali

Date of Birth

January 28, 1971

Locational Preference

Anywhere in India

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