



AURINDAM BHATTACHARYA

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INDIA.

Seeking for Senior level assignment in Operations & Business Development.

PROFILE SYNOPSIS & EXPERTISE AREA

A Competent and versatile professional with about 28 years of experience in:

- Operation Management
- Day to day operations to Office and Business Development
- Branding and Promotion
- Product Launching
- Customer Relationship
- Project Management
- Project Coordination
- Corporate Communication & Development
- Product Pricing
- RALATION BUILDING WITH CONSULTANTS & INFLUENCERS
- HIGH PROFILE CLIENT MANAGEMENT
- Day to day operations to Factory and Production
- Market Research
- Team Management
- Office Administration
- Tendering
- Project Contracting
- Post Sales Organizing
- Credit Control
- M.I.S. & Report Presentation
- PRODUCT PRESENTATION
- KEY ACCOUNT MANAGEMENT

•Total Business Management as Business Head

Skilled & Professional Business Head.

Proven people management skills coupled with professional competencies in mobilizing and judiciously managing resources with structured inputs in the domains of project planning, scheduling and monitoring to ensure Project accomplishment within defined time/cost parameters.

Outstanding instructional, interpersonal, and business / PR skills with the experience required to remain highly focused on achieving bottom line results while formulating advanced business solutions for the clients.

High performing professional with apt analytical and logical thinking to analyze test market trends and track the competitor's activities and thereby provide valuable inputs to streamline sales and marketing strategies.

Highly successful in building relationships with key decision makers.

Seizing control of critical problem areas to ensure Customer satisfaction and to achieve the organizational goal.

INDUSTRIAL EXPOSURER & HANDLED CLIENTS

Steel Plants, Thermal Power Stations, HYDEL Power Stations, Refineries & Petro-Chemicals, Process Industries, Chemical industries, Dairy & Food Industries, Railways, Shipping Industries & Workshops, Airport Authorities, Metropolitan Development Authorities, Ordnance Factories, MES, Industrial Gas Manufacturers, OEMs. & Other Manufacturing & Industrial Units, Building Industries, Hospitality Industries, Institutions, Hospitals, Medical Units & Labs. Regional Govt. Departments, Ministries & Secretariats, Builders, Promoters, Infrastructural Services Providers, Architects, Consultants, PMCs, Project Contracting Companies etc.

EDUCATIONAL & PROFESSIONAL QUALIFICATION

1989 : B.TECH FROM IIT – DELHI - IN “ MECHANICAL ENGINEERING ” .

1991 : POST GRADUATE IN “INDUSTRIAL MARKETING MANAGEMENT” FROM A.I.M.A. - NEW DELHI.

PRESENT PLACE OF POSTING : CHENNAI.

PROFESSIONAL EXPERIENCES

- ☑ **NICCO ENGINEERING SERVICES LTD. ***OCTOBER”17 to CONTINUING**
- ☑ **PRODUCTS : INDUSTRIAL REPAIR, MAINTENANCE & PREVENTIVE MAINTENANCE GRADE OF PRODUCTS: COATING, REBUILDING ETC.**
- ☑ **DESIGNATION : GENERAL MANAGER – MARKETING**

Responsibilities –

IMPLEMENTATION OF PROPER MARKETING, RE-ORGANISE SALES, CRM, SCM, QUALITY CONTROL ESTABLISHMENT, SERVICE, CREDIT & MATERIALS MANAGEMENT & BUSINESS HEADING, CASH FLOW MANAGEMENT & REGIONAL OPERATION MANAGEMENT.

- ✓ Head of Business Development for Southern Region. Operating from Branch Office, Chennai.
- ✓ Preparation of Product Specifications, publishing of Product Specifications & presentations.
- ✓ Primary Sales. Taking reports from Marketing & Sales Managers on Projection, Sales, Monthly off take, Proposed Billing, Arranging Delivery of Materials as per Schedule to the Users & Dealers.
- ✓ KEY ACCOUNTS HANDLING, Development of existing Channels and business matrix.
- ✓ Sales Administration, Techno-Commercial functions for Business Development.
- ✓ Queries Handling, Grievances Handling, Resolving Technical issues related to business.
- ✓ MIS, Reporting with Projection, Economy Management, Imparting Training to personnel on Techno-Commercial functions.
- ✓ Regular coordination and interaction with Clients on all Techno-Commercial issues.

- ☑ **ANCHOR CONTAINER SERVICES PVT. LTD. ***JUNE”15 to OCTOBER”17**
- ☑ **PRODUCTS : INDUSTRIAL CONTAINERS, PRE-FAB HOUSING, ROOMING, FIBER CABINS, BIO-TOILETS ETC.**
- ☑ **DESIGNATION : GENERAL MANAGER – PRODUCT & BUSINESS DEVELOPMENT**

Responsibilities –

PROJECT CONTRACTING, PROJECT MANAGEMENT, PURCHASE CONTROL, CREDIT MANAGEMENT, MATERIALS MANAGEMENT & BUSINESS HEADING, CASH FLOW MANAGEMENT & TOTAL OPERATION MANAGEMENT.

- ✓ Head of Business Development for Domestic Market Operations. Operating from Zonal Office, Kolkata.
- ✓ Preparation of Product Specifications, publishing of Product Specifications & presentations.
- ✓ Primary Sales. Taking reports from Marketing & Sales Managers on Projection, Sales, Monthly off take, Proposed Billing, Arranging Delivery of Products as per Schedule of Order.
- ✓ Materials and Product Quality Control.
- ✓ Help all India Team in Tendering Process.
- ✓ KEY ACCOUNTS HANDLING, Development of existing Channels and business matrix.
- ✓ Sales Administration, Techno-Commercial functions for Business Development.
- ✓ Product Pricing decision. Queries Handling, Grievances Handling, Resolving Technical issues related to business.
- ✓ Coordination with Plants and Workshops for Delivery Schedule, Priority Delivery Schedule, Quantity Finalisation, Despatch Schedules and monthly despatch Projection.
- ✓ MIS, Reporting with Projection, Economy Management, Imparting Training to personnel on Techno-Commercial functions.
- ✓ Regular coordination and interaction with Clients on all Techno-Commercial issues.

- ☑ **NITSON AND AMITSU PVT. LTD. ***Nov”09 to May’15**
- ☑ **PRODUCTS : BUILDING FINISHING MATERIALS, ARCHITECTURAL HARDWARE & FITTINGS, SEVERAL TYPES OF DOORS, AUTOMATICS, GLASS FITTINGS, GLAZING, CLADDING ETC.**

DESIGNATION : SR. DIVISIONAL MANAGER

Responsibilities -

- ✓ **Project management, Project Contracting, Purchase Control, Credit Management & facilitation. TOTAL OPERATION MANAGEMENT.**
- ✓ In-charge of the Indian Market Operation for this Division, operating from Kolkata Corporate Office. Looking after the Marketing & Selling of Products also.
- ✓ Meeting with Builders, Consultants & Architects for product presentation & specifying.
- ✓ Project Sales, Business Development, Influencer meeting.
- ✓ Channel Sales & Direct Sales. Credit Control, Purchase of Items related to Project, Estimation, Costing etc.
- ✓ Tendering, Sales Administration, Techno-Commercial functions for Business Development.
- ✓ Coordination with Business Partners, MIS, Reporting with Projection, Economy Management, Imparting Training to persons on Techno-Commercial functions.
- ✓ Service Administration.
- ✓ Arranging and taking part in Exhibitions etc. to display, demonstrate and marketing of products
- ✓ Regular coordination and interaction with Business Partners on all Techno-Commercial issues.
- ✓ Business Driving and Project Execution.

S. S. ALTERNATIVE ENERGY LTD. (SHAKTI GROUP)*Jan"04 to Oct"09**

PRODUCTS : NON-CONVENTIONAL ENERGY SYSTEMS, SOLAR POWER PLANTS, SOLAR PRODUCTS, GAS BASED PRODUCTS & SYSTEMS ETC.

SR. REGIONAL MANAGER [EAST & NORTH-EAST]

Responsibilities -

- ✓ **In-charge of the whole of Eastern and North-Eastern Indian Market Operation, operating from Kolkata Regional office. Looking after the Marketing & Selling of Products. TOTAL OPERATION MANAGEMENT.**
- ✓ Liaison with Government Departments & others for other statutory requirements.
- ✓ Coordination and Relation Building with Govt. & other Departments for Business Development.
- ✓ Channel Sales, Distribution, Direct Sales to assorted customers. Logistics Management, Stores Management, Credit Control, Project Contracting & Purchase, MIS, Reporting with Projection, Economy Management, Sales Administration, Branch Administration and other Techno-Commercial acumen for the entire East & North-East Region.
- ✓ Imparting Training to Co.'s staff and Business Associate's Staff on Techno-Commercial functions. Service Administration is also a part of responsibility.
- ✓ Appointing Stockist cum Distributors. Appointing Dealers under them in the Region.
- ✓ Monitoring of the Stockist cum Distributors and Dealers.
- ✓ Monitoring of Field Officers and Service Engineers.
- ✓ Arranging and taking part in Fairs, Exhibitions etc. to display, demonstrate and marketing of Products. Arrange Road Shows etc. in the Region.
- ✓ **Regular co-ordination and interaction with IOCL, IBP and HPCL – Senior Officials, since our Gas Products were Co-Branded with them and being a Joint Venture operation.**

NICCO CORPORATION LTD. (ENGINEERING SERVICES DIVN. / NICCO GROUP)*Jul"99 to Dec"03**

PRODUCTS : COLD WELDING TECHNOLOGY & REPAIR, MAINTENANCE GRADE OF POLYMER BASED PRODUCT : COATING, REBUILDING ETC. LOW HEAT INPUT WELDING ALLOYS, SPECIALITY LUBRICANTS ETC.

DESIGNATION : ASSTT. MANAGER – SALES

Responsibilities -

- ✓ **Repair, Maintenance and Preventive maintenance grade of Products based on Polymer Technology for Civil and Mechanical fields & a few grade of products for Electrical field as well. Marketing, Sales & Service for the Products.**
- ✓ Technology Consulting & offer Total Technology based Solutions for Preventive maint. Jobs.

- ✓ Looking after Sales and Marketing in part of East for the same, appointing & handling of Dealers, Direct sales and marketing Of Industrial Consumables and Technology, Project based Sales, take part in Tenders, generation of RFQ & EOI etc. Techno-Commercial functions.
- ✓ Planning, Proper execution, Generation of Enquiry to realization of payments.
- ✓ MIS, Reporting with Projection, Economy Management & Sales Administration.
- ✓ Monitoring of Field Executives/ Engineers and Service Engineers.
- ✓ Imparting Training to Co.'s staff and Business Associate's Staff on Techno-Commercial functions.

☑ M/S. STANDARD TOOLS & EQUIPMENTS (STANDARD GROUP OF COS.) *July'92 to June'99**

☑ PRODUCTS :ALL TYPES OF TOOLS, TOOL KITS & EQUIPMENT ETC.

☑ DESIGNATION :MANAGER MARKETING

Responsibilities -

- ✓ **Looked after Eastern Regional function, related to Institutional Marketing, Direct Sales and Business Development. Related Administration including participation in Tenders.**
- ✓ Planning & Proper Execution and handling of Dealers & Agents.
- ✓ Marketed the Products in District Level and also in Block Level (Suburb & Rural Marketing).
- ✓ Run the Branch as a Profit Centre Head.
- ✓ Regional Administration and co-ordination with Head Office, MIS, Reporting with Projection, Economy Management in Branch Level, Sales Administration, Logistics & Inventory Management.
- ✓ Meeting Government Officials, Ministry Levels, Secretariat Levels & generation of RFQ & EOI etc.
- ✓ Product Specifying through top level people & meeting Influencers.
- ✓ Total Techno-Commercial functions in Regional Levels.

☑ M/S. D. K. INSTRUMENTS PVT. LTD. [The First Assignment]*July'89 to June'92**

☑ PRODUCTS : PROCESS CONTROL INSTRUMENTS, EQUIPMENT, DEVICES ETC.

☑ DESIGNATION :ASSTT. MANAGER – MKTG. & SALES

Responsibilities -

- ✓ **Sales & Marketing related to Process & other Industries.**
- ✓ Total marketing functions related to Industrial sales, including direct sales, handling & appointing of Dealers, Agents and Project Sales.
- ✓ Generation of enquiry to payment realization with Techno-Commercial acumen in National level to every kind of Industry, Utility sectors & through Consultants. Take part in Tenders, MIS, Reporting with Projection & Related Sales Administration.
- ✓ Product Specifying & generation of RFQ & EOIs in line with above products.

PERSONAL INFORMATIONS

Languages Known : English, Hindi and Bengali
 Date of Birth : 13th March, 1967
 Marital Status : Married
 Computer Literacy : M.S. Office, Internet, Auto CAD (Hands on).

DECLARATION

I solemnly declare to the best of my knowledge and belief, the information mentioned above is genuine and true to the best of my knowledge.

Place : Kolkata

Date :

Aurindam Bhattacharya