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Sourav Kumar Mondal

Career Summary

Targeting assignment in **Sales & Marketing / Business Development** with an organization of repute

Industry Preference : Construction/Manufacturing, Petrochemicals/ Waste Management

Location Preference: Delhi/NCR . Anywhere in India

- A competent professional with **9 years** of experience in **Sales & Marketing and Business Development**.
- Skilled in planning, formulating & implementing marketing strategies to increase market penetration and to drive revenue & profitability by maximizing sales
- Expertise in managing all sales & marketing and business development activities, analyzing market trends & establishing healthy & prolonged business relations with traders, thereby ensuring higher market share
- Efficient Budget Management planner , organizer, motivator, team player and a decisive leader with the capability to motivate teams to excel and win

Skill Set



Critical Strengths & Competencies

Sales & Marketing



Revenue Generation



Budget Management



Client Relationship Management



Key Account Management



Team Management & Leadership



Professional Experience

Nov'18 - Present

IWL INDIA LTD. As Territory Sales Manager

Key Result Areas:

- Heading Delhi, Uttarakhand, Haryana & Uttar Pradesh, Rajasthan Business; heading a team of 8 members
- Managing sales forecasting, business development, product promotion, team building.
- Partnering with PWD, NHAI, PMGSY, District Development authorities for different approvals & projects.
- Involved in Channel Sales. Responsible for setting Traders & managing them
- Dealing with key persons in BPCL, IOCL, HPCL & other industries for procurement of Different materials
- Solving technical queries
- Spearheading entire gamut of sales including expansion and coordination with internal departments to achieve sales targets
- Looking after legal requirements relating Export process of Road products.
- Responsible for cross selling of products
- Planning, organizing & executing marketing plans with the business partners;
- Tracking & reporting competitor's Activities to the management
- Preparing Annual Budget & Activity based planning and sending to upper Management
- Preparing Business Strategy reports with plan of action to acquire more clients

Jul'13 – Oct'18

Ramky Enviro Engineers Limited as Assistant Sales Manager

Key Result Areas:

- Handled Delhi, Haryana & Uttar Pradesh Business.
- Headed a team of 4 members
- Managing the overall growth opportunities including management of sales forecasting, business development, team building & training,
- Dealt with Delhi Pollution Control Committee (DPCC) & Central Pollution Control Board for different authorizations & other state-oriented documentation.
- Planning, organizing & executing marketing plans with the business partners; tracking & reporting competitor's Activities to the management
- Streamlining sales operations support functions including market research, sales engineering and contracts management for enabling quicker decision-making
- Driving sales initiatives to achieve business deals & considering competitor analysis to track the market trends
- Maintaining daily reports, monthly sales & collection plan of team members.

Highlights:

- Received 20 times Employee of the Month Award
- Achieved more than 100% target in sales everytime
- Achieved 100% target in collection everytime

Education

2013 MBA (Marketing & Finance) from School of Management (KSOM), Bhubaneswar

2009 B.Tech.(Electrical & Electronics Engineering) from College of Engineering Bhubaneswar (CEB), Bhubaneswar

2005 XII from Kendriya Vidyalaya, Haldia

2003 X from St. Xavier's High School, Haldia

Internship

- **NALCO: Study of Performance Highlights of Rolled Products & Competitive Edge of NALCO**
 - Ascertained NALCO's performance highlights of the rolled products in the market
 - Studied the marketing strategies of rolled products of NALCO
 - Evaluated the competitive effectiveness of NALCO with major aluminum producers
- **Indian Oil Corporation Ltd (Haldia Refinery): Application of Electrical & Electronics in Oil refining Company**
 - Electrical applications in cooling towers
 - Electrical Testing process
 - Thermal power station
 - The Electronics application in Telecom and AC department

IT Skills

- Office Suite: MS- Excel, MS-Word, MS-Power Point , MS-Outlook
- Languages: Have primary expertise in C, C++ Mainframes
- Database Management: SQL & RDBMS
- Windows: 2000, XP, 2007, 2008, 2010

Personal Details

Date of Birth : 10th June 1986

Languages Known: English, Hindi, Bengali and Oriya

Permanent Address: Flat No.- D-2, Anandadhara, Block-B, Phase - II, Mahaprabhuchak, Haldia Township, Dist-Midnapore(E) - 721607, West Bengal

Current Address: Flat No-105, Tower-10, Panchsheel Primerose Apartment, Ghaziabad-201015, UP