

## **Keshab Deb**

A Sales & Marketing Professional with over 6+ years of progressive experience augmented by a strong post-secondary background in Business Development, client handling, corporate sales, concept sales, client acquisition and customer service.

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### **Career Overview**

**Taxblock India Private Limited, Entire South Region – December 2020 to Present**

#### **Business Development Manager:**

- ❖ Managing the GST Portfolio – Compliance Product (ASP+GSP) & e-Way Bill Product for Karnataka, Kerala, Tamil Nadu, Andra Pradesh & Telangana.
- ❖ Planning & Executing key Business Plans and strategies to develop the business in the assigned region.
- ❖ Strategic alliance to boost territory customer base and revenue.
- ❖ Maintaining relationships with clients by providing end-to-end support, information, and guidance.
- ❖ Worked on multiple Business Process Automation projects.
- ❖ Maintain and expand the prospect client database.
- ❖ Manage relationships with existing customers.
- ❖ Gather market feedback on products/services and communicate it back to the product team.
- ❖ Team Management, Team building, training, and goal setting.
- ❖ Market Penetration across south region.

#### **→ Notable Attainments :**


- ❖ Successfully on boarded 4 corporate with a business of 12.67 Lakhs in just 2 months.
  - ❖ Get the recognition from director nationally.
  - ❖ Enlist my name in the achiever list and responsible for own and my team's growth.
  - ❖ Given multiple training of GST in presence of director to new joiners.
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## OYO, West Bengal, Sikkim - July 2017 to September 2020

- **Demand Manager (OYO, Micro Market) :**

- ❖ Acquire new clients/accounts from specified region/market.
- ❖ Retain the existing clients/accounts with extensive follow up.
- ❖ Manage the entire sales process effectively from lead generation to payment.
- ❖ Responsible for after sale service.
- ❖ Review and maintain monthly sales tracker. Plan and execute accounts visit accordingly.
- ❖ Create new products by interacting with the Marketing team and Demand team.
- ❖ Collect data on competitor's activity.
- ❖ After knowing the client's requirement suggested them some tailor made products.
- ❖ Share regular feedback on market conditions, competitions, price and other factors that influence sales.
- ❖ Responsible for various BTL activities during off season.
- ❖ Every month OYO has launched some new schemes. I am responsible to sell those schemes to our clients by cold calling and market visits.

- **Notable Attainments :**

- ❖ Used Analytics to understand the target market which helped in achieving my sales goals.
  - ❖ Successfully completed sales training of new joiners with a result of 65% extraction of business within 15 days of their joining.
  - ❖ Successfully organized an event at Travel Fair (Powered by West Bengal Government)
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## **Motoo Patloo Foods LLP - Jan 2016 to June 2017**

- **Business Development Executive :**

- ❖ Locating and proposing potential business deals by contacting potential partners.
- ❖ Source prospect from different social media platforms.
- ❖ Connect with the secretary of any apartment or complex.
- ❖ Interacting with existing clients for better service delivery.
- ❖ Interacting with the team for better service and getting work done.
- ❖ Setting and reviewing budgets and managing cost.
- ❖ Overseeing inventory, distribution of goods and facility layout.
- ❖ Updating and managing database related to expense and income.

- **Notable Attainments :**

- ❖ Helped the organization in cost cutting by working on the daily budgets
- ❖ Achieved twice of quarterly target given within timeline.

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### **Internship Detail**

#### **Idea Cellular July 2015 to August 2015**

- **Sales and distribution Intern**

- ❖ Need to Visit all the shops in allotted territory.
  - ❖ Responsible for checking the sales and services provided by the distributor and identifying the daily recharge amount made by any retailer within the territory.
  - ❖ Analysing the need of people by their recharge format and suggesting strategies accordingly.
  - ❖ Finding out the best suitable offer for the retailers as well their customer to enhance the sales accordingly.
  - ❖ Responsible for increasing the sales volume of the retailer within the assigned territory.
  - ❖ Responsible for allotting plans to regional sales executives to enhance their sales number.
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### **Academic Detail**

- Post-Graduation Diploma in Management, ISBR Business School, Bengaluru.
- BSc Honours Microbiology, Gurunanak Institute of Pharmaceutical Science and Technology, Kolkata.
- Higher Secondary, LMSM High School, Malda.
- Secondary, LMSM High School, Malda.

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### **Other Detail**

- Date of Birth: 6th September 1990.
- Language Known: English, Hindi and Bengali.

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### **Additional Skill Sets and Careers Highlights**

- Marketing formal education background.
- Proficient in MS Office Suits
- Awards and Recognitions :
  - OYO Honour Club inductee for regional performers (East Region).
  - Hub level various course completion for travel agents and Mice programme (Certificates).
  - Headed PreTable Reservations Vertical in Motoo Patloo.
  - Taking initiative for the operation part to bring down the organizational cost at Motoo Patloo.