



Dibyendu Ghosh

Assistant Manager – Polycab India Limited

| Business Development | Sales & Marketing | Strategy Planning | Distributor / Dealer Handling |

+91 9748037379 | dibyendu.ghosh190582@gmail.com | Vill & P.O.: Argori (Via. Andul), Pallyshree (Hindupara), P.S. – Sankrail, **HOWRAH-711302-INDIA**, **DOB** 19th May, 1982 **Married- Language Known:** English, Hindi, Bengali



Profile Summary

Around 20 Years large cross Channel Relationship Management, succession Distributor / Dealer Handling Management, Sales & Distribution, Rural Sales Development, Distributor / Dealer Appointment, Business Development. Rich experience in Distribution Networking and Management, Business Modelling, **Strategy Planning, Brand Building, Networking, Business Excellence, Operations & Building People Capability, Go to Market, End user connect in Wire & Cables, Switchgear, Metal Box, Fan & Appliance, Light & Lum, Switch, Conduit, Pump & other segment.**

Expertise gained in strong **Dealer & Channel Management across South Bengal of West Bengal.** Have strong sales background – backed by product and market knowledge on various **Wire & Cables including Switchgear, Metal Box.**

Sales Management skills – with talent for winning trust of the team/business partners and giving each person his own reason to contribute to the common goal.

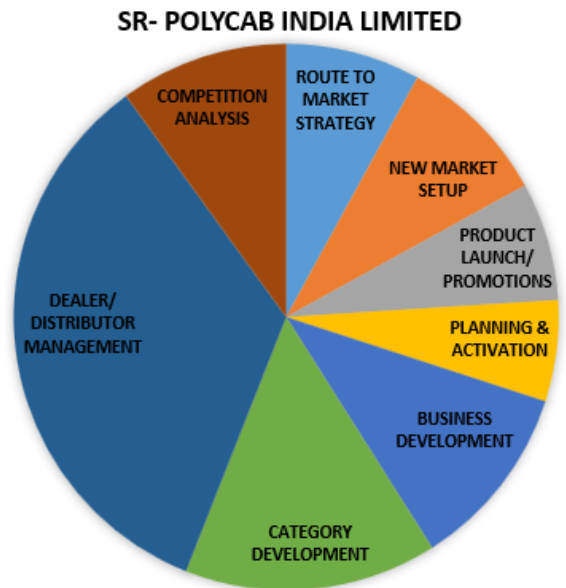
Natural in Building Relationships with large Enterprise Accounts, Strong Communication & Negotiation Skills, Enthusiastic Learner, People Management abilities and managing Regional / Geographical responsibilities.

Areas of Expertise - Consultative Sales Approach, Pre-Sales, Account Management, Customer Relationship Management, Business Development, and Team Building.

Expert in negotiating with customers, suppliers & distributors. Have immense knowledge in using all required sales & marketing theories & strategies. **Attended many trainings & trained many teams in sales fundamentals, marketing, team management** etc. **Believes in building brands & profits through distribution & visibility.**

Identifying new prospective partners, generating business from existing, new channels and develop the team to achieve consistent profitability. **Leading, Mentoring & Monitoring performance of the team/business partner to ensure efficiency.**

Managing Distributor / Dealers Return on Investment (ROI) by rationalizing Investments, budgetary control and driving efficiency of costs leading to consistently growing business



Key

Education

Graduate	University of Calcutta	2003 (New Syllabus)
Higher Secondary	W.B.B.H.S.E	2000
Madhyamik	W.B	1998

It Skills

Well versed with MS-Office (Word, PowerPoint, Excel & Internet Applications).

Current Ctc

Current CTC 3.50 lacks

Area of Excellence

Sales & Distribution Management

Dealer / Distributor Appointment

Category Development

Sales Planning, Budgeting & Forecasting

Products Promotions

Business Development

GTM – Go To market Strategy

ROI Return on Investment

Work Experience

Assistant Manager
Polycab India Ltd.

Howrah & Hooghly
Since Dec'20



Job Responsibilities:

- Directly responsible for Overall profitability of business in Howrah & Hooghly market. Devising long-term and short-term business objectives. Overseeing daily operations, Policy implementation.
- Monitoring the primary & secondary, Create KPI for the Sales/Distribution & Marketing Team and Evaluate. Conduct Business Analysis, Looking after all the Sales and Distribution.
- Creation of Sales/Distribution & Marketing strategies/Cost to Sales Ratio for each Department. Taking Care of New Product Development. Price/Place/Promotion Decision. Use of Social Media in Marketing Plan, Make a launch plan for appointing distributors, Setting up distribution network across Howrah & Hooghly.
- Dealer network development/ Spares & service network development. Stock working and management, Order planning/ fund flow management / billing plan preparation/ marketing budget preparation.
- Has a responsibility to Increase Sales Revenue through the design and implementation of appropriate strategies for each of the business's verticals, sales channels, and services.
- Developing a Marketing Plan to increase Consumption/Offtake. Creation of Sales/Distribution & Marketing & GTM strategies/Cost to Sales Ratio for each Department. Taking Care of New Product Development. Price/Place/Promotion Decision. Use of Social Media in Marketing Plan as well as organize & involve in Nukkad Meet, Electrician Meet, Retailer Meet and Distributor Meet.
- Achieve Sales target for all products to direct channel, indirect channel, and other alternate channels, Developing and executing strong infrastructure development for acquisition growth, Coaching and mentoring associates in sales, distribution and marketing.

DEPOT MANAGER - SCM
Polycab India Ltd.

Kolkata
March'18 – Dec'2020



Growth Path

Depot Manager 2019 – 2020
Asst. Depot Manager 2018 – 2019

Job Responsibilities:

- Handling independently total distribution network for Polycab India Ltd. on behalf of M/s. Sree Vasu Logistics Ltd. 7 Nos. of BU (Wire, Cable, Light & Lum, Switch & Switch Gear, Fan & Appliances, Conduit & Fittings, Pump) through Manual, Forklift and Hydra Operations.
- Overall monitoring the whole day to day operational, transportation and distribution network.
- Job involves day to day Invoicing, GRN, SRN, RTV, Cycle Count through company oriented Oracle based Software and maintain LR & E-waybill generate.
- Correspondence with Polycab India Ltd. Regional office & Head office personnel as well as vendors, customers and secondary transporters.
- Extensive experience of managing team of 30 employees from EDP & Warehouse and liaising with co-worker.
- Ability to strong plan, organize and work in high-stress environment.
- Inventory Control, Depot Accounts Maintain and Petty Cash Maintain also prepare daily MIS & monthly Freight & Annexure report.

Previous Organizations

- | | | |
|--------------------------------------|----------------------|------------------------|
| – RICE Group | Sr. Executive | May'15 – Feb'18 |
| – Bharat Consortium Institute | Asst. TPO | Aug'10 – Apr'15 |
| – Indoco Remedies Limited | Sr. Executive | Oct'05 – Jul'10 |
| – Palsons Group | Sr. Executive | Jan'04 – Sep'05 |

Date: -

Place: -

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