

Indranil Basu

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Sales and Marketing Professional

- A dynamic professional with 21 years of rich experience in **Sales & Marketing**, Direct Selling Institutional Business, Franchisee Business, New Business Development, Key Account Management Channel Management, New Distributor Appointment ,StrategyPlanning
- Have Diverse experience across Industries in FMCG , Lubricants , Building Material and Startup Business across geographies Eastern India , South India and North India & WestIndia

Employment History

Company	Designation	Location	Region	Industry	Period
Freemans	Regional Manager	Gurgaon	South	M.Tapes	August 2021
my TVS	Regional Manager	Delhi	N & W	Automobile	2019 to 2021
First Energy Pvt Ltd	Regional Manager	Delhi	North	Startup	2015 to 2018
HSIL (Hindware)	Regional Manager	Bangalore	South	Sanitaryware	2011 to 2014
Castrol India Ltd	Sales Manager	Kolkata	East	Lubricants	2001 to 2011
Nestle India Ltd	Sales Officer	Jamshedpur	East	FMCG	1997 to 2000

Education

Qualification	Institute	Year
B. Sc (Chemistry Honours)	Calcutta University	1995
M.B.A (Marketing)	Xavier Institute of Management, Bhubaneswar 3 yr. executive management Program	2002-2005

Freemans (FMI Limited) – Measuring Tapes ,Hand Tools & Power tools Accessories

-Regional Manager South Zone

- Managing business of 100 cr with growth of 21 %
- Andhra Pradesh Telangana,Karnataka,Tamil Nadu ,Kerala and 3 Union Territory
- Appointment of Dealers, Network Expansion, Primary Sales, Secondary Sales
- Marketing and Sales Promotion Activities ,Responsible for P&L
- Managing a Team of 9 people
- New business Diversification
- Sales Promotion activities
- Dealer Management
- Technology – Salesforce and SAP
- Training to the field sales

My TVS (subsidiary of TVS Group) – CAR ACCESSORIES AND LUBRICANTS

- REGIONAL MANAGER – NORTH AND WEST INDIA

- Starting the Business from Scratch and building the business.
- Products – Wiper Blade , Tyre Inflators , Horn , Vacuum Cleaners ,Coolants and 4T oil
- North India total territory and West Zone

FIRST ENERGY PVT LTD – A STARTUP COMPANY BASED AT DELHI HORECA SEGMENT

Regional Manager for the entire North India

- Looking after Sales / Marketing /Service/logistics / for the entire Northern Region
- Responsible for driving Competitive Profitable growth across all segments acrossMarket ofNorth India. B2B and B2C HORECA Segment

HINDWARE (HSIL) – BUILDING MATERIAL COMPANY BASED AT BANGALORE

Regional Manager for South 1, Karnataka and Andhra Pradesh

Was looking after the Sanitaryware, Faucets, Allied Products for Projects and Retail Sales

CASTROL INDIA LIMITED – LEADING LUBRICANTS COMPANY BASED AT BHUBANESWAR, KOLKATA Deputy Sales Manager

Have worked in entire Eastern Region as Sales Executive, Retail Specialist, Workshop Specialist, and Castrol Pitstop across geographies of West Bengal, Orissa, Jharkhand, North Eastern States and Sikkim.

NESTLE INDIA LIMITED – Leading FMCG Company in Food Space

Sales Officer was based at Kolkata and Jamshedpur

Key Achievements

- Franchisee Business: Appointed 5. Developing a Business from Scratch
- New Distributor Appointment : Have been able to select and appoint new Distributor
- New Business :Starting a business from scratch ,make it profitable and able to scale up
- Existing Business : Turnaround specialist has been able to take business to next level
- Marketing :Highly creative developed Power of Partnership Marketing program
- B2B Business and B2C Business : Have worked in both the areas a

Core Competencies and Skills

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|------------------------------|---------------------------------|
| • Performance Bias | Strategic Partnership Relations |
| • Team Work | Network Expansion |
| • Innovation | New Business |
| • Development for B2Band B2C | |
| • Decision | Team Building and Training |
| • Fit For Purpose | Negotiations, Analytical |
| • Wise Decisions | Communication, Problem Solving |

Personal Details

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| • Date of Birth : | 08/01/1974 |
| • Marital Status : | Married |