

ManikLal Das



Business Expansion Expert | Innovation & Change | Long-term Relationship Building | Strategic Planning & Implementation | C-Level Relation

Results-driven sales Manager with a talent for building key relationships to enhance company growth and objectives while maintaining a thorough understanding of leveraging existing and emerging technologies to drive business goals.

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📁 Profile Summary

🧠 Core Competencies

Chronicled success of **15 years** in **Profit Centre Management, Sales & Marketing, Business Development** and **New Set Ups**

Top-flight senior sales manager and **business development authority** with experience in consistently increasing revenues through new business development and maximizing existing accounts

An enterprising leader with proven skills in leading and directing personnel towards accomplishment of corporate goal; expertize in concepts of **Channel Dynamics & Key Account Management**

Excels in devising and implementing strategies to ensure smooth business operations, attainment of top-line/bottom-line, promotion of products & services, and achievement of business goals

Created client relations within all accounts—from end-user clientele to executive teams—through natural rapport and a sincere commitment to understanding and satisfying customer needs

Successfully managed **Distributors of products & Food Products PAN ODISHA**

Entrepreneurial mindset professional with consistent success in starting, building, growing & improving the profitability, performance & value of business so that the companies can be positioned for next level of growth or potential sales /business

Well organised with a successful track record that demonstrates self-motivation, entrepreneurial skills, creativity, and initiative to achieve corporate goals

Sales & Marketing/ Business Development/ Direct Sales

Revenue Growth

Key Account Management & Retention

Measurable Deliverables

Cross-Functional Sales Training

Product Management

Brand Management

People Leadership



Career Timeline



2001-2003



2003-2004



2004-2006



2006 - 2020



Education

1998 B.A(pass) from Utkal University in 1998



2008 --- Diploma in Computer Application

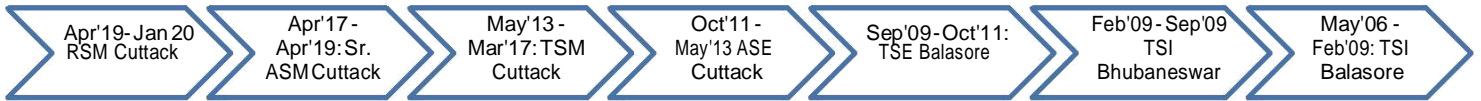
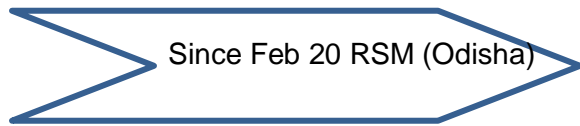
Notable Accomplishments Across The Career

- Executed Company's policies and guidelines successfully
- Launched New products and designing of new plans
- Formulated and implemented trade and consumer activities
- Achieved the Sales Goal both Secondary and Primary
- Developed Distributors sales people; managed a team of 40 members



Organizational Experience

Since Feb 20 To Present:as RSM in (Harsh Clean Dhan Pvt. Ltd.) & Growth Path/Deputations:for Gopal Corporates LLP



Key Result Areas:

- ▶ Granting management autonomy and developing the strategic direction of technology program in collaboration with sales, aligning it with the strategic vision of the company
- ▶ Heading a Sales team having a size of **40 nos ISR/TSI/TSO/ASM**
- ▶ Controlling Distribution Network of having **192 nos.** of active Super&Distributors across assigned **Territory**
- ▶ **In Harsh Clean Dhan Pvt Ltd.** Steering operations of major products like **Woosh Washing Powder ,Dish Wash Detergent Cake Chaini Chai , Fabrication Liquid And Toilet Cleaner,**
- ▶ **In Gopal Corporates LLP** Steering operations of major products like **Gopal Zarda, Dilkhush Panchatni, Shaktiman Mosquito Coil, Joie Agarbati, Billo Supari, Gopal Sparkels Elaichi, Bkool Mouth Freshner, Gopal Starlite Match Box ,Eatos Candy, Tato-Chips&Lalaji Namkeens**
- ▶ Implementing business development plans for achievement of organizational goal in terms of revenue and profitability targets; realizing strategies for acquiring business from clients & effectively using potential of accounts
- ▶ Developing & implementing joint business plan along with partner organizations to increase revenue and capitalize on our end-to-end product portfolio
- ▶ Identifying & networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth
- ▶ Planning and implementing strategies in-line with marketing communication guidelines and policies to achieve the assigned target, as consultant for partner/customers
- Defining channel marketing strategy, including development of channel marketing activities in accordance with overall business goals and objectives
- Conducting meetings for setting up sales objectives and designing / streamlining process to ensure smooth functioning of sales



Previous Experience

- **May 06 - Jan 20: Gopal Corporates LLP Professional Career Growth From TSI to RSM In Several HQ of Odisha**
- ▶ **Jun 04-May'06: Balaj Agro Pvt.Ltd., Balasore H.Q. as Sales Officer**
Highlight: Managed major products like **Meri Chai, (Tea) & Noodles (Third Party)**
- ▶ **Apr'03-May'04: Gulab Oil Industries, Balasore HQ as Sales Officer**
Highlight: Steered major operations for the sale of **Coconut Oil (Third Party)**
- **Jan'01-Mar'03: -Hitachi Amtrex Appliances Ltd., Balasore HQ as Sales Representative**
Highlights: Managed operations for products like **Air conditioner (Third Party)**

Personal Details

NAME : **MANIK LAL DAS**

FATHER'S NAME : MR. HARENDRA NATH DAS

PERMANENT ADDRESS : At /Po –Kishore Prashad
Via –Dhamara, PS-Dhamara Marine Dist –Bhadrak, Odisha
Pin –756171

PRESENT ADDRESS : C/o –Mr Manoranjan Dhal
At-Andarpur, Taladanda Canal Road, (Near SNAutomobiles) Po/-
Kalyani Nagar, PS-Madhupatna Dist-Cuttack, Odisha-753013
Cell –09778526789, 7978546980

EDUCATIONAL QUALIFICATION : B.A.(Pass) in year 1998

PROFESSIONAL QUALIFICATION : Diploma in Computer Application

DATE OF BIRTH : 9th April 1977

SEX : Male

MARITAL STATUS : Married

NATIONALITY : Indian

RELIGION : Hinduism

HOBBIES : Reading Newspaper, Playing Cricket, Business
Magazines, Listen Music & making new friends

STRENGTH : Patient, Responsible, Confident, Integrity for
Company, commitments to work & smart worker

LANGUAGE KNOWN : English, Hindi, Oriya, Bengali

EXTRA CURRICULAR ACTIVITIES : Have participated in Drama & Sports

SALARY EXPECTATION : **NEGOTIABLE**

CURRENT CTC : **7.20 Lacs(PA)**

DESIRED JOB TYPE

Organization : Insurance, Telecom, Retail & FMCG.

Category : Sales

Location : Odisha / India.

DECLARATION

I hereby declare that all the statements made by me in the application are true, complete and correct to the best of my knowledge and belief.

Place:-Cuttack.

Date-

MANIK LAL DAS