

# Randeep Mahanta ,BELTOLA, GUWAHATI, (M) 9127051221



Sales & business development professional with total 16 years' experience in construction and building material Industries with strategic corporate decision, distribution management, demand generation, Specifications & revenue generation.

## **PERSONAL INFORMATION:**

Father's Name : Mr. Kailash Pati Mahanta  
EDUCATION : BA. GRADUATE'/2004  
Date of Birth : 04/09/1982  
Marital Status : Married  
AGE : 40 YEARS  
Email ID : rondeep.mailvan@gmail.com

## **Key competence: -**

- **Team Management and drive Business growth through Distributor, dealers and generate demand, design scheme, execute marketing strategy, growth & new product positioning.**
- **Government business, Presentation, Approval, Pricing, Order Finalization, Production forecasting, LOGISTICS & other SERVICES.**
- Professional exposure into both Retail & large infra projects. Have supplied more than 100 cr PVC & HDPE pipes in **JAL JIVAN Mission-Assam,**
- Experience dealing HNI clients, Senior Govt. Officials like IAS (Mission Directors), Central-ADG, Chief Engineers and PSU's.
- Data Base on Assam & NE premium Real Estates.
- Execute monthly sales targets, Scheme's, competition analysis and revenue generation.
- To achieve targeted top-line and bottom line objectives, through proper sales planning, market promotion and operational budgets in the area.

## **Professional exposure:**



**Worked as Regional Sales Manager- from 15<sup>th</sup> Sept'21 to 7th Nov'22 with Vectus Industries Ltd into Retail Distribution in Assam & North East states for Water Tank, Team Handling, New Brand Positioning, Revenue generation, P&L for their new manufacturing set-up at Guwahati.**



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**ASHIRVAD Pipes Pvt. Ltd.**

**Designation: Sr. Area Growth Manager**

**Location: Assam & N.E**

**Joining: April'2019 to 15<sup>th</sup> Sept'2021**

**Vertical: All Products. (Plumbing, Agri, UGD, HDPE, WST& Specialty Products)**

• **Roles & Responsibilities:**

1. Establish sales objectives by forecasting and developing annual sales plan for regions and territories, projecting expected sales volume and market demand generation for all the product mix.
2. Continuous secondary support to dealers to ensure market share.
3. Assessing data & potential market / lead and acquisition.
4. Prepare secondary schemes and plumbers' activation.
5. Develop new sales strategies and ensure implementation of the same by the team.
6. Encourage channel partners for tenders in the region & GEM
7. Build and promote strong, long-lasting distributor and understanding their needs, thereby encouraging franchise retention.
8. Review, guide and training the team to enhance performance matrix.



**ROCA BATHROOMS PRODUCT PVT. LTD.**

**AREA: North East,**

**JOINING: JULY'2017 to March'2019**

**Designation: Territory Sales Manager**

1. To develop dealer's network, ROCA DISPLAY SHOWROOMS along with sales & demand generation.
2. Develop **Real Estate Builders** relation and tab their new projects as per site visit, stage of construction, **architects or consultant involve, decision making authority, rate negotiation and payment/** demo and mock up if required/ doing get together at site with end customers promoting in-house products/ service level agreements and new product presentation.

## Area Sales Manager.



Joining Date : Aug'2014 to July'2017

### Key Job Profiles:

- Develop retail & project business for Jaquar Complete Bath fittings.
- Appoints partners to develop showrooms & Jaquar display centers.
- **Govt. Departments, Consultants, Architects & plumbing contractors meetings & seminars.**



Location- Assam & Arunachal Pradesh (Itanagar Belt)

Joining Date: 5<sup>th</sup> Nov'2010 to 30<sup>th</sup> July'2014 Product : PPC CEMENT.

### Key Job Profiles:

#### **Competitors Market Rate Analysis & Order-Stock Review & Rates Negotiation,**

- ✓ **Visiting Dealers and update the Target VS Achievements.**
- ✓ **Track and review growth over last year monthly wise.**
- ✓ **Secondary Sales and IDENTIFYING BUYERS AND PROJECT STAGE.**
- ✓ Support dealer marketing activities by **sale targets & projection & Promotional & Schemes,**



### **2 SAIJI Rolling Mills, manufacturer of ISI Fe 500 TMT bars.**

Location : GUWAHATI(HQ)  
Dealers Network : Guwahati, Nagaon,  
Tezpur/N.Lakhimpur/Mangaldoi/Silchar/Arunachal Position : Sales Executive  
Joining : **23<sup>rd</sup> May'2006 to 30<sup>th</sup> Sept'2010**

### Declaration

I do here by declare that all the particulars mentioned above are true to best of my knowledge and finding of any false statement I will be responsible for that.

- Place: Guwahati, Assam
- Date:

*Randeep Mahanta*