

BHASKAR CHANDRA DWARY

Mobile: 09437028475

E-Mail: bhaskardwary@gmail.com



CAREER OBJECTIVE

Looking towards a higher management position in an Organization that offers a challenging environment and the opportunity for sustained self growth through working across boundaries, towards the organization's Mission & Vision, by offering specific, time bound & measurable solutions.

AREAS OF EXPERTISE

Sales & Marketing

- Taking initiatives to ramp up sales of key company products.
- Implementing strategies for improving market penetration by participating in the launch of new products and increasing the share of the existing products.
- Designing, rolling out and implementing key business programmed for ramping up sales volume and revenue.
- Identifying prospective clients, generating business from new accounts and developing them accordingly to achieve consistent profitability.

Distribution Management

- Maintaining cordial relations with Dealers & Distributors to sustain profitability and Brand development.
- Driving sales efforts through Territory Sales in Charge, long-arm sales force & distributor sales force with acquiring control over varied wholesale & retail market in urban as well as rural unrepresented market.
- Handling distributor & dealer grievances, resolving issues & coordinating service related issues.

Business Development

- Analyses business potential, conceptualize & execute strategies to drive sales, augment turnover and achieve desired targets.
- Identifying and developing new channels for long term revenue growth.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.

Channel Management

- Enable business growth by developing and managing a network of Channel Partners.
- Guide and train Trade Partners to accomplish set revenue and business targets.
- Managing the extent of activities including market survey, testing, distribution and pre & post launch promotions for new product launches.

Key Account Management

- Interface with Individuals/key influencers among Corporate for ascertaining requirements, making presentations and delivering need based product solutions.
- Ensure speedy resolution of queries & grievances to maximize channel partners satisfaction levels.
- Maintain excellent relations with trade partners to generate avenues for further business.

Team Management

- Handling varied tasks including manpower planning, motivating and conducting of training of Retail Sales Team.

- Sustaining creative environment to encourage high performance, motivating teams in optimizing the contribution levels through employee incentive programs and contests.
- Putting effort to identify, investigate and negotiate conflicts among team.

Computer Skills

MS Office & Internet.

CAREER GRAPH

Eureka Forbes Ltd. 18th Aug 2014 – Till Date.

A leader in Water Purifier, Vacuum Cleaner & Air-Conditioner

PROFILE DETAILS:

Sr. CHANNEL HEAD FOR ODISHA, CHATTISGARH, BIHAR & JHARKHAND

KEY RESULT AREAS

- Reporting to the ZBH, Kolkata.
- Manage a sales team of **4 Branch Head with 15 Territory Sales In charge, 1 Marketing Officer with team of 52 persons & One Service In charge with a team of 4 persons** down the line.
- Execution of retail promotional plans, achieving sales target and maintaining relation with all dealers and distributors.
- Analyzing, verifying and recommending current order information for shipment.
- Monitoring timely release of purchase order from warehouse and execution of supplies.
- To maximize the sale keeping in track on wholesalers, dealers & top retailers.
- Preparing allocation of stock for the entire category.
- Planning Promotional scheme for the business partners to maximize the sale.
- Generating promotional sales data of the business partners to analysis the scheme effectiveness.
- To take care of payment collection from the Distributors and direct dealers & institutions within stipulated time period.

KEY ACHIEVEMENTS

1. **Six ATH** (ALL TIME HIGH) done on the year 15-16 financial year.
2. Got **TURN AROUND AWARD** in the year 15-16 financial year.
3. **Best Eurochamp Award** from Odisha Branch.
4. In all India only ODISHA TEAM has qualified for the **Foreign Trip** with all team members.
5. Promoted as Channel Head in April'19 for Odisha & Chhattisgarh.
6. SMART Award winner for 3 consecutive year as best Channel Head(Pan India)
7. **Best Channel head award winner** consecutively 3 Years from 2019 to 2021.
8. Additional responsibility provided for Bihar & Jharkhand in 2021 to turnaround that area.

Sunflame Enterprises Pvt. Ltd 15th Feb 2013 to 16th Aug 2014

A leading manufacturer & **Super Brand of Kitchen & Domestic Appliances (Geyser, Mixer Grinder, Chimney, Gas Stove, Iron, Fan and Induction) & Project development** in the Country & Overseas.

**PROFILE DETAILS:
STATE HEAD – APPLIANCES**

KEY RESULT AREAS

- Reporting to the National Head Delhi
- Manage a 7 sales person, 4 Super Distributor
- Execution of retail promotional plans, achieving sales target and maintaining relation with all dealers and distributors.
- Analyzing, verifying and recommending current order information for shipment.
- To maximize the sale keeping in track on wholesalers, dealers & top retailers.
- Preparing allocation of stock for the entire category.
- Planning Promotional scheme for the business partners to maximize the sale.
- Generating promotional sales data of the business partners to analysis the scheme effectiveness.
- To take care of payment collection from the Distributors and direct dealers & institutions within stipulated time period.

Maharaja Whiteline Industries (p) LTD 9th Feb 2009 to 13th Feb 2013

A leading manufacturer & traders of **Kitchen & Domestic Appliances (Cooler, Fan, Geyser, Mixture Grinder, J.M.G, Iron, Induction) & Project development** in the country wide.

PROFILE DETAILS:

SR .BRANCH MANAGER- APPLIANCES, COOLER & FAN DIVISION

KEY RESULT AREAS

- Reporting to the Zonal Manager, New Delhi.
- Manage a sales team of **4 Territory Sales In charge & 2 Long Arm Sales Officer & one Service Incharge** down the line.
- Execution of retail promotional plans, achieving sales target and maintaining relation with all dealers and distributors.
- Analyzing, verifying and recommending current order information for shipment.
- Monitoring timely release of purchase order from warehouse and execution of supplies.
- To maximize the sale keeping in track on wholesalers, dealers & top retailers.
- Preparing allocation of stock for the entire category.
- Planning Promotional scheme for the business partners to maximize the sale.
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- To take care of payment collection from the Distributors and direct dealers & institutions within stipulated time period.

KANCHAN INTERNATIONAL LTD 2nd Jan 2008 To 7th Feb 2009

A leading manufacturer & trader of kitchen appliances product in the Brand name of **KANCHAN** in the country.

DEPUTY REGIONAL SALES MANAGER EAST

Key Result Areas

***Manage 3 sales team of Odisha.**

- Driving sales across Odisha ,
- Reporting to the **VICE PRESIDENT**

- Executing trade & promotion plans, achieving sales target and maintaining relation with all key accounts at different levels.
- Analyzing, verifying and recommending current order information for shipment.
- Monitoring timely relies of purchase order from retailers and execution of supplies.
- Coordinating with third party supply e.g. distributors, for proper execution.
- Generating sales data through various retailers to analysis the scheme effectiveness and proper allocation of stocks.
- Planning trade scheme for trade partners to analyze the break even analysis of the promotion.

ELECTROLUX INDIA LTD 1st AUG 2006 TO 28th Dec 2007

Manufacturer of Mixture Grinder, J.M.G, Water Heater & Cooler for marketing in all India.

AIRCONDITIONER HEAD (ODISHA)

Key Result Areas

- Driving sales across ALL Odisha
- Reporting to the Branch Head.
- Executing trade & promotion plans, achieving sales target and maintaining relation with all key accounts at different levels.
- Analyzing, verifying and recommending current order information for shipment.
- Monitoring timely relies of purchase order from retailers and execution of supplies.
- Coordinating with third party supply e.g. distributors, for proper execution.
- Generating sales data through various retailers to analysis the scheme effectiveness and proper allocation of stocks.
- Planning trade scheme for trade partners to analyze the break even analysis of the promotion.

PATRIOT MARKETING LTD. 1st DEC 1995 TO 31st JULY 2006

A LEADING MANUFACTURE OF **COOLER, GEYSER, E.LIGHT, DVD, STABLIZER**

AREA SALES MANAGER

Key Result Areas

- Sales and collection
- Reporting to M.D
- Area handling- All Odisha
- Managing 6 sales officer and 3 Branch like Balasore,Rourkela and Berhumpur.

KEY ACHIEVEMENTS

- Consecutive achievement of **110%** from **2009 to 2011 in MAHARAJA WHITELINE APPLIANCES Ltd.**
- **MARKET TROPHY winner** in Bazaar MRG Award for the year **2005-06** in State label
- Consecutively qualified for **foreign trip** in Patriot marketing ltd & MAHARAJA WHITELINE Appliances LTD since last **5 yrs.**
- One Super Distributor & One Sunflame Gallery within two months.

ACADEMIA

POST GRADUATE IN COMPUTER APPLICATION (MARKETING) -1993

POST GRADUATION (ARTS IN HISTRY) -1991

PERSONAL DETAILS

Date of Birth: 20TH APRIL 1968
Languages Known: English, Hindi and Oriya
Present Address: AT-PEYTIN SAHI, BUXI BAZAR, CUTTACK, ORISSA, INDIA.
Permanent Address: AT-PEYTIN SAHI, BUXIBAZAR, CUTTACK PIN-753001

All the information is precise up to my knowledge and I will be answerable for any kind of misdemeanor information regarding it.

PLACE:-Bhubaneswar

DATE:

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