

TARUN DUTTA

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Seeking a **Senior Level Management** assignment in

Sales, Marketing and Business Development

- ⇒ A dedicated and a goal oriented professional with more than **2 decades** of accomplished experience in sales and marketing and a track record of superior performance in sales productivity,team handling, key account management,business development and brand establishment with highly regarded companies in Door Hardware,False Ceiling Concepts, Aluminium Door and Windows Hardware and Aluminium Door and Windows.
- ⇒ **Served as Sr. AVP – Institutional Sales** with Dorset Industries Private Limited, Gurugram, entrusted with to take care of Residential, Commercial, Healthcare, Education and Government Real Estate Projects Pan India with determined inclination in identifying new markets / opportunities / key clients, developing products.
- ⇒ Determined abilities in developing and implementing strategic marketing plans to secure existing business Pan India by creating barriers for competition, develop new business by adopting aggressive sales initiatives with dedicated and focused team, motivating team members to achieve Organization’s goal.
- ⇒ Resourceful at maintaining business relations with clients, analytic with a strong aptitude for learning, research and experiment, adapts easily to changed situations / environments and has very convincing interpersonal skills in developing business with clients.
- ⇒ **Personal Strengths:** Dedicated with determination, analytic and innovative bent of mind, aptitude for learning, research & experiment, team oriented practical approach, adaptability, hard working, positive and focused mindset.

CORE SKILLS

- Customer Relationship Management
- Business Mindset
- Strategic Marketing
- Business Planning & Development
- Team Management
- Managerial Skills
- Institutional Sales
- Channel Management
- Credit Control

PROFESSIONAL EXPERIENCE

Dorset Industries Pvt Ltd, Gurugram

Sr. AVP - Institutional Sales
(Nov 2008 to Present - On Notice Period)

Dorset Industries is the Leader in manufacturing of High Security Locking System, Mechanical & Digital Door Locks, Premium Door Handles-Locks,Glass Hardware. Having different verticals of Business i.e. Domestic Retail Market, Institutional Sales, OEM & International Market.

Reporting to the JMD, leading a team of more than 60 Sales people comprising of DGM’s,Chief Managers, Managers,Asst. Managers and Team Members and Business Development Team, Healthcare Segment Team, Education Segment Team, Government Specification Team to handle Real Estate Projects across Pan India.

Responsibility Outline: Planning for Sales & Marketing for Pan India for mechanical and digital door hardware Implementation of Marketing Plan, Sales Management, Team Management, Target Achievement, Credit Control Business Expansion, Key Accounts & Projects Management, and Sales Promotion.

Key Accomplishments

- Enhanced sales turnover of Project Sales from 3 Crore to 58 Crore approx 20 times in a decade with a dedicated and a focused team.
- More than 85% Customer comprising real estate developers have been retained in past 8 Years in Pan India.
- Bagged so many bulk orders of a value between 10 Lac to 3 Crore.
- Get a new product line developed for tier II & III cities, affordable Housing.
- Developed and maintained strong working relationships at decision making level with several key clients.

B&R Brass Collection Pvt Ltd, Noida

President - Institutional Sales

(April 2005 to Nov 2008)

B&R a leading manufacturer, an exporter of Door & window Hardware, Hardware accessories, Mechanical Locks, Luxury Faucets, Export to European countries & directly caters the requirements of Renowned Builders & Architects in India.

Reported to the Director, engaged in the sales & marketing of door hardware to Builders & Developers, contractors through direct sales, responsible for target achievement, business expansion, add new clients while retaining the existing ones.

Key Accomplishments

- Achieved more than 100% growth every year in project / institutional sales by aggressive direct sales efforts.
- Developed a strong project sales team and nurtured them regularly to achieve company's goal/targets.
- Penetrated in Southern and Eastern zone and created a fruitful business revenue for the company.
- Bagged orders for projects from the Unitech, Meriton Group, Silverglades, Era Construction, BPTP, Ansals, Parsvnath, Magarpatta, Kolte Patil, Bengal Unitech, Ambuja, Eldeco, Sobha, Adarsh and so many prominent developers across Pan India.
- To give presentation to the end consumers & Architects to make strong awareness of company's product line.
- Negotiation with the top key person of clients to bag the purchase orders.

Diamond International, New Delhi

Area Sales Manager (Sept 2000 to March 2005)

A pioneer company which has introduced the concept of Prefabricated Gypsum Cornices, Moldings, Decorative Gypsum Ceilings, Wall Panels etc.

Reported to the Director Sales, engaged in sales of company's product range through dealers & distributors.

Key Accomplishments

- Developed Northern zone and Eastern Zone from scratch.
- Achieved sales target for more than 150% and expand the geographical areas in north and east zone.
- Handled expositions Inside Outside in Delhi and Punjab.
- Sales and marketing of company products through Dealers, Distributors, Contractors, Architects, Projects.

AL - Tech Engineers Pvt Ltd, New Delhi

Marketing Manager (Jan 1996 to Aug 2000)

Aluminium Fabrication Company making Aluminium Doors, Windows, Partitions, Structural Glazing, Casement and Sliding Concepts.

Reported to the Director, responsible for planning, searching, executing the fabrication work.

Key Accomplishments

- Searching of projects by doing cold calling in Industrial Areas, Commercial Areas.
- Meeting Architects to explore business possibilities
- Meeting Builders and understanding their requirements and quote accordingly till execution.
- Supervising each of the ongoing project and satisfactorily execute it well before completion time.

AL - Deco Pvt Ltd, New Delhi
Marketing Executive (Aug 1992 to Dec 1995)

A manufacturing company of Hardware used in Aluminium Doors and Windows.

Reported to the Director, responsible for selling company's products to Aluminium Fabricators and Dealers.

Key Accomplishments

- Started carrier with a hardware manufacturing company.
- Responsible to sell company's products to Aluminium Fabricators and Dealers.
- Introduced pioneer hardware to the market for the first time.
- Given tough competition to Chinese products which were used to import.

ACADEMIC CREDENTIALS

B.Com.Pass from the University of Delhi.

PERSONAL DETAILS

- **Father's Name:** Mr. K. P. Dutta
- **Date of Birth:** 18th November 1971
- **Marital Status:** Married
- **Linguistic Abilities:** Hindi, English, Punjabi
- **Hobbies:** Taking challenges and accomplish them

(Tarun Dutta)
Noida