

RISHI RAJ ROY

AREA SALES MANAGER

CONTACT



Birthdate: 05/09/1982



raj.rishi.r@gmail.com



7873944244



Kilburn Colony, Hinoo, Ranchi,
834002 RANCHI, India

Languages

English	Fluent
Hindi	Fluent
Bengali	Fluent

Social media

[Rishi Raj Roy](#)

Profile

Attaining professional excellence and contributing to the success of a progressive organization through a leadership role in Business Development, Dealers Management, Sales Promotions, Client Relationship Management, Key account handling, Strategic planning and sales and Marketing.

ACCOUNTABILITIES :

- Exploring and developing new markets, dealers, accelerating growth and achieving desired sales goals.
- Supervising customer service aspects and ensuring system implementation for rendering and achieving quality services.
- Planning target and achieving product value / volume monthly and annually.
- Making a sales for bigger clients and real estate companies and servicing them with our technical expertise.
- Handling the key dealership in the Franchisee workshop business, catering to their needs, maintaining a good and healthy relationship with key stakeholders at the workshop and generating more business from them and the same time acquiring new accounts.
- Distributor and Key account management in the Heavy duty and FWS space for the Jharkhand Market.

Education

PGDM - Marketing and IT

3/2006-2/2008

Indira School of Career Studies Pune - Pune,
India

PROJECTS :

Project Title : To understand the market potential of SAP training in the corporate and education segment in Pune.
Organization : Delphi Computech Pvt Ltd.
Durations : 2 Months.

Work experience

Sales officer

4/2008-1/2014

Asian paints ltd - Gwalior, India

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HIGHLIGHTS :

- Successfully steered business in the most critical markets in Gwalior upcountry (Bhind , Datia , Morena) which is considered as a highly seasonal and inflow prone market .
- Installed a maximum no 14 CW (colour world) machines in a financial 2009 – 2010 and 8 CW (colour world) machines in 2010 – 2011 for which i was awarded the unit winner for two consecutive years .
- Handled an active set of above 100 dealers in my tenure in the Bhopal market as well as rejuvenated 10 inactive dealers to work with us through our regular service and visits to their counter .
- Handled the most toughest markets in Jharkhand (Jamshedpur , Bokaro and Dhanbad) in institutional sales and made an impeccable growth in the financial year 2012- 2013 @ 18 % .
- Cracked Big accounts in like Maythen Power Ltd , Electrosteel , Adhunik Power plant , Rungta Housing Colony in the Jharkhand Market .
- Successfully conducted and executed a Builders Meet in Dhanbad for two consecutive years to tap this particular segment along with the help of DSA .

Assistant manager

4/2014-3/2015

Greenlam industries - RANCHI, India

HIGHLIGHTS

- Generated business worth 1 crore in the Engineered wooden flooring Mikasa which is a flagship brand for Greenlam Industries in Jharkhand market by appointing 2 Distributors in Ranchi and Dhanbad and 4 dealers in Ranchi , Jamshedpur and Dhanbad .

Area sales manager

3/2015 - present

Castrol India ltd - RANCHI, India

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Highlights

- Handled the largest territory in the EAST region (Entire Odisha geography) comprising a team of 9 Distributors and 14 DSR and FWS network of 50 dealership with a monthly turnover business of 1.5 crore by recovering the lost market share by 10 % through new account acquisition and increase in share of wallet through exiting customer base .
- Recovered the market share in Jharkhand territory on the FWS space in 4 wheeler and 2 wheeler segment by driving the synthetic portfolio agenda to gain share of wallet which lead the market in a stable condition and increased gross margin .
- Successfully completed a product trail at TATA Steel West Bokaro for the transmission oil which had lead to generate a PO worth 50 lacs from TATA Steel for 1 year .
- Appointed as a SFO (Sales force Organization) champion a pipeline management tool in my region for driving the sales force agenda in Eastern

Skills

Business Development manager _	■ ■ ■ ■ ■
Client Relationship manager	■ ■ ■ ■ ■
Sales Promotion	■ ■ ■ ■ ■
Key account handling	■ ■ ■ ■ ■
Strategic planning	■ ■ ■ ■ ■
Dealers Management	■ ■ ■ ■ ■
Sales and marketing	■ ■ ■ ■ ■

Hobbies

Sports, community involvement

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Certificates

Key account management

Received key account management from great learning academy

Strategic management

Received strategic management course certificate from great learning academy

Supply chain and demand planning

Completed online modules in Supply chain and demand planning from the inhouse company Supply chain planning school.

Sales proficiency in institutional sales

Attended Srijan 1 & Srijan 2 workshop in 2012 and 2013 to increase sales proficiency in institutional sales by Mr. Sanjay Joshi (Chief Manager – Field region)

Cyber security, Anti money laundering, Anti-corruption and Anti competition law.

Completed online training program from BP university in Cyber security, Anti money laundering, Anti-corruption and Anti competition law.

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