

**KAUSHIK ROY**

**Flat D-203; Om Satyam Apartment Plot No-13; Sector 4;**

**Dwarka; New Delhi 110078 .**

**E-MAIL: roykk75@gmail.com**

**Mobile: +91-9891283791**

=====

**PROFESSIONAL OVERVIEW:** A competent and result-oriented astute professional with 10 plus years of rich experience in Team Management, Channel Management, Planning, Business Analysis and Execution of Marketing Campaigns & Sales Activities.

**PRESENT WORK EXPERIENCE:**

Worked As “Sales Manager” in Hughes & Hughes Chem Ltd from Jan 2019 to Aug 2019.

**Organization Profile:** Hughes & Hughes Chem Ltd is into Industrial Pest Control and having client in Government sectors and Private Sectors

**Job Profile:**

- Marketing the product to the Industrial clients of the company in the assigned territory.
- Assessment of their requirement by visiting their plants and warehouses where they are facing problems .
- Submitting quotation based on the valuation done after assessment.
- Follow Up and negotiating with the client for orders.
- Executing the projects through the team of supervisors and workers .
- Ensure that the full and final payment has been made , handling of client’s complaint and also follow up with them for repeat orders,

=====

**Previous Work Experience**

Worked As “Associate Sales Partner” in Robo Consulting from Dec 2013 to May 2018.

**Organization Profile:** Robo Consulting is an Award Winning Management Consulting Firm, providing services to various industries in SME sectors and Start Ups.

**Job Profile:**

- Generate potential leads from target segments in SME sectors and Start Ups.
  - Providing Customize proposals after thorough discussion with the clients.
  - Negotiations with the clients for deal closures, payment collection and managing timely delivery of projects.
  - Managing a team of Sub Associates by keeping constant touch with them for projects.
  - Assisting in solving their problems related to marketing of the services.
  - Selling of various research reports of the firm to potential entrepreneurs through personal contacts, Sub Associates & free classified websites in a bid to introduce the services of Robo Consulting.
- =====

Worked as Marketing Manager in Minal Fabrics from Nov 2008- Nov 2013.

**Organization Profile:** Minal Fabrics involved into importing and marketing of fluorescent fabrics in India. They are supplier of fluorescent fabrics to various manufacturers of safety jackets.

**JOB PROFILE:**

- Acquiring new corporate client & maintaining contacts with existing one.
- Sample & Quotation submission & Negotiation & Follow up for orders.
- Monitor the market conditions and competitor activities on an on-going basis.
- Management of Dealer network.
- Recruiting , Training & Management of marketing team, and setting targets in accordance with the policy of the organization.
- Managing the credits of Major Clients & follow up with timely payment collection.

Worked as Sr. Executive in Sky Industries Ltd from May 2004-Oct 2008.

**Organization Profile:** Sky Industries Ltd is the largest manufacturer of Hook & Loop Tape in India. It is also into manufacturing of Satin Ribbons and Velvet Tapes.

**JOB PROFILE:**

- Industrial marketing of Organization's product to Garment Export houses, Footwear industries, saddlery industries etc.
- Understanding the specific requirement of the client and accordingly submitting the sample.
- Making cost estimates, submitting quotation, and negotiation & follow up for orders.
- Coordinating with the production department for timely dispatch of material to the client.
- Management of Dealer network for the low cost products of the organization.
- Management of executive team, who facilitates company's business development activities.
- Introduction of new products in the target market through trade fair and seminar.

Worked as Sales Officer in NCL SECCOLOR Ltd. New Delhi from Jan -02 to Oct-03

**Organization Profile:** NCL Seccolor Limited (NCL Group) with over Rs.250 crores turnover is into manufacturing world-class state-of-art innovative building materials viz Galvanized Roll Formed Color Coated Steel Sections which are used in making Windows, Partitions, Structural Glazing and Curtain Glazing.

**JOB PROFILE:**

- Formulating strategy in the given area of operation.
- Meeting corporate clients through architects and contractors.
- Sample demonstration and quotation submission.
- Negotiation for orders.
- Conduct periodic survey in the given territory to estimate future business potential.

## **EDUCATIONAL QUALIFICATION:**

**POST GRADUATION: MBA from Lucknow University with specialization in Marketing in 2001. (1999-2001)**

**GRADUATION: B.Com from Rajasthan University in 1999. (1996-1999).**

### **OTHER QUALIFICATION:**

- 1) **“Fundamentals of Digital Marketing” from Google Digital Garage.**
- 2) **Knowledge of MS OFFICE & MS PAINT.**

**LANGUAGE KNOWN: ENGLISH, HINDI, BENGALI & RUSSIAN.**

**Date of Birth: 15<sup>th</sup> August 1975**

