

**SUDIP KUMAR DEY**  
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## **CAREER OBJECTIVE**

**Driven by the thought of providing my experience in sales, I am looking forward for an opportunity that would stimulate me into realizing my true capabilities and in the process contribute to the organizational and self growth.**

## **CARRER SUMMARY**

**Rich experience in sales and marketing and channel management with market leader organizations.**

**Experienced in developing and executing brand, sales and distribution strategies for complete market coverage.**

**Accomplished at sales forecasting, planning and budgeting.**

**Proficient in implementing control measures for effective cost and profitability management.**

**Ability to work closely with distribution partners for revenue growth and in training ther manpower.**

**Consistent performer and winner of awards and recognition.**

## **WORK EXPERIENCE**

**Mas Medi Health Care'**

**Rima Meditech Pvt Ltd**

**Unit No 1306 ERGO Building**

**Sector V Bidhannagar, Salt Lake City**

**Since 10-07-2023 To 30-04-2024**

### **Responsibility**

**Retail Sales Delear Network Channel Sales Diagnostic canter Pathology & Radiology Lab**

**Responsibility to onboarding of Diagnostic Centre Nursing Home Hospital from the Respective Areas Search out Lab, Hospitals, Nursing Home & Fixed Meeting with Doctor.Owner manager or Concern Parson for Convincing our proposal tai up with Credit Business Process.**

## **WORK EXPERIENCE**

**Born free fashion Pvt Ltd**

**Diamond Heritage Building.**

**16<sup>th</sup> Stand Road. Kolkata**

**Since 12.08.2022 To 30.04.2023**

**Responsibilities**

**Field Sales officer**

**Retail franchise Channel**

**Retail franchise model.**

**B2B offline mode**

**State to State Pan India Marketing**

**International and domestic Garments exhibition Representation**

**WORK EXPERIENCE**

**Field Sales officers**

**Reliance Retail Limited (B2B Ajio Business )**

**5<sup>th</sup> floor Court House Lokmanya Tilak Marg .**

**Dhobi Talao,Mumbai 400002**

**Maharashtra. India**

**Since 31.05.2021 to 05.05.2022**

**Responsibilities**

**Identifying potential MBO dealer of Eastern Zone.**

**Product sampling and order collection.**

**Ensure proper brand campaign/promo/offer implementation at dealer point.**

**Reporting to the Branch manage**

**WORK EXPERIENCE**

**Field Sales officers**

**Raymond Ltd (Suiting Division)**

**Retail Hub Solutions Lid.**

**Pokhran Road No 1 Jekegram Thana.**

**Maharashtra 400606 india.**

**Area West Bengal /Orissa/North East**

**Since 3<sup>rd</sup> July 2017 to 04<sup>th</sup> April 2020.**

**Responsibilities;**

**Planning number and location MBO Store.**

**Planning Promotional activities and Estimated Budget.**

**Maintain retail standard as per Brand guidelines.**

**Ensure proper stock mix at store.**

**Responsible for the Agents Distributors and dealers network Development.**

**Reporting to the Branch Manager.**

**WORK EXPERIENCE**

**Field Sales officers**

**Zodiac Clothing Co Ltd.**

**97 Park Street Kolkata 16**

**Executive sale. (MBO)**

**Area Kolkata & Rest of Bengal.**

**Since; 3<sup>rd</sup> June 2013 to 27<sup>th</sup> May 2017.**

**Responsibilities;**

**Managing the entire product portfolio for the territory comprising of west Bengal.  
Developing and executing strategies and business plans to increase revenue  
profitability and market Share.**

**Accountable for managing the sales and marketing operation of the Branch and  
generating revenue.**

**Maintain the demand supply and merchandising of the product.**

**Responsible for achieving primary and secondary product wise sales target of the  
company through the sales.**

**Track competitor activities on an ongoing basis and strategize to achieve a leading  
edge in the market share.**

**Coordinating with the distributors for smooth and proper dispatches CDC.**

**Payment collection, account reconciliation.**

**WORK EXPERIENCE**

**Field Sales officers**

**Raymond Apparel Ltd {Par}**

**Retail Hub solution ltd**

**Pokhran Road No 1 Jekegram,  
Thana, Maharashtra 400606 India,**

**Area West Bengal (MBO)**

**Senior Sales Executive,**

**Since 1st Jan 2011 to 1<sup>st</sup> May 2013**

**Responsibilities.**

**Accountable for managing the sales and marketing operation of the region and  
generating revenue.**

**Coordinating with warehouse and Distributors for smooth and proper dispatches.**

**Driving marketing initiatives to achieve business goals and managing the frontline  
sales team.**

**Conducting competitor analysis by keeping a close view of market trends to achieve  
matrices.**

**Interact regularly with franchisees dealers to evaluate possibilities in expanding the  
number of stores submit reports to the management for business potentials eval**

**Reporting to the Branch Manager.**

**WORK EXPERIENCE**

**Field Sales officers**

**Raymond Apparel Ltd.**

**Selling Agents (Parx)**

**P.Colmar Selling Agent & Area: Rest of Bengal. (MBO)**

**Since: 10<sup>th</sup> July 2006 to 31<sup>st</sup> December 2010.**

**Responsibilities.**

**Identifying potential MBO dealer in west Bengal.**

**Payment Collection.**

**Product sampling and order collection.**

**Ensure proper brand campaign /promo/offer implementation at dealer point.**

**Store staff training and development.**

**Restructuring or framing new deals for channel partners to make business more profitable.**

**Improve the visibility and visual appeal of the showroom dealer point in line with brand image,**

**Increase the dealer network base.**

**WORK EXPERIENCE**

**Field Sales officers**

**S.HARALALKA.**

**PEPE JEANS LONDON.**

**Distributors West Bengal.**

**Area West Bengal. (MBO)**

**Since: 1<sup>st</sup> November 1997 to 21<sup>st</sup> February 2006.**

**Responsibilities.**

**Designing and implementing innovative and focused region specific promotions and advertising for brand building.**

**Analyzing dealer account and setting credit limit ensuring timely billing and controlling the outstanding.**

**Developing market intelligence to benchmark distribution systems and track the competition.**

**Attained the assigned targets form sales of PEPE JEANS LONDON through the distribution channel.**

**WORK EXPERIENCE**

**Field Sales officers**

**KALYANI ASSOCIATES**

**Distributors West Bengal. (MBO)**

**Arvind fashion Brand.**

**LEE JEANS, WRANGLER JEANS, ARROW INNERWEAR.**

**Since: 1st Feb 1995 to 2<sup>nd</sup> Aug 1997.**

**Responsibilities.**

**Initiating and managing relationships with key decision makers in institutional accounts.**

**Expanding the distribution network to untapped and underdeveloped markets.**

**Implementing incentive schemes to motivate the dealers and supporting them in attaining return on investment through sales planning, marketing support and employee training.**

## EDUCATION

Name Examination	Board	Year	Percentage	Division
Secondary	C.B.S.E	1993	48%	2nd
Higher Secondary	C.B.S.E	1995	58%	2nd
B.Com	IGNOU	2017	54%	2nd

## IT SKILLS

SKILL TYPE	SKILL NAME	PROFICIENCY	USING SINCS
TOOLS/OTHER	MS-OFFICE 2008	EFFICIENT	2000
OS	WINDOWS	EFFICIENT	2000
Excel & Words			
Google Drive			

## PASSION

Reading, watching movies/making friends, net surfing

## SKILLS

- \*Committed and having high energy levels.
- \*Ability to lead and motivate team members.
- \*Fluency in Hindi, English, and Bengali languages.

## PERSONAL DETAILS.

Contact Address.

Sudip Kumar Dey

C/O Late Ex Sub Major Hony Captin

Sudhir Chandra Dey

138,Sangarm Garh. Post -Bengal Enamel.

Dist -24 PGS (N) ,Police Station Novapara

Pin 743122. West Bengal .

Date of birth 10/06/1976

Signature:

Sudip Kumar Dey

Kolkata



