

Anubhav Chatterjee

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Offering 12 years of experience in, Sales and Marketing, Business Development, Channel Management, Relationship Management & Team Management. Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to communicate and interact effectively with senior management, associates, and customers.

Work Experience

- **OYO Hotels and Homes Pvt (January'18-Till Date)**

Location: Ahmedabad

- ❖ Business Development Head (Jan'20-Till Date)
- ❖ Business Development Head (Nov'19-Jan'20 - Kolhapur)
- ❖ Area Supply Manager (Feb'19-Nov'19)
- ❖ Business Development Manager (Jan'18-Feb'19)

- **KAIL LIMITED (July 2016 - January 2018)**

Location : Ahmedabad

Role

- 1) Managed Distribution & Retail sales of Sansui & Kelvinator in Ahmedabad.
Gandhinagar, Kheda, Nadiad districts.
- 2) Was responsible for increasing the Reach, Penetration & Width of Kelvinator
& Sansui brands in these districts by appointing Dealers & Distributors.
- 3) Product portfolio included LED TV, Refrigerator, Washing Machine.
- 4) Was involved in Institutional Sales of Kelvinator & Sansui.
- 5) Handling customer queries for better turnaround time and customer satisfaction.

- **IFB Industries Ltd (July 2015 - June 2016)**

Location: Ahmedabad

Role

- 1)Expansion of Distribution Network in Ahmedabad City & Ahmedabad District.
- 2)Expansion of IFB Points-Exclusive Retail Outlets having entire product range of IFB.
- 3)Expanding the product portfolio of IFB in Multi Brand Outlets.
- 4)Marketing Activities to increase secondary sale at Multi Brand Outlets,IFB Points.
- 5)Handling customer queries for better turnaround time and customer satisfaction.

T.I.CYCLES OF INDIA (May'2008-Jun'2015)

Locations:

Ahmedabad (January'14 - June'15)

Pune (April'13 - December'13)

Aurangabad(May'08 - March'13)

Role

- 1) Overseeing the sales & marketing operations.
- 2) Organizing BTL activities like School Program, Cycle Rally. Attainments:
- 3) Established retail outlets like Hercules Express, Hercules BSA Zone.
- 4) Enhancing Distribution & Retail Contribution of cycles by appointing Distributor & Retailers.

Education

- 1.Indian Centre for Telecom & Management (ICTM),Pune(Marketing & IT 2006 - 2008)
- 2.Orissa Engineering College,Bhubaneswar (Electrical Engineering 2001-2005)

Hobbies:

Quizzing, Travelling, Trivia Buff.

Publication:

Author of Diolkose-Railway Quiz Book.