**RESUME**

**ABDUL MABUD SARKAR** **PRESENT ADDRESS:**

SWAGAT SKYLINE & SEQUEL

AIRPORT, KOLKATA

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**SENIOR TECHNICAL SALES & MARKETING OFFICER**

* **SUMMARY**

A dynamic professional with over 12+ years of extensive experience as a Technical Sales and Marketing Officer in HT/LT Cables & Power Transformer and its accessories sectors. Hands on working experience in a fast-paced and competitive environment with changing priorities. Administrative Competencies Demonstrates the ability to lead people and get results as per Companies overall budgets. Ability to work collaboratively and to make independent decisions on Companies benefits.

* SKILLS

Customer Services Experts, Team Management, Sales and Marketing, Excellent written & Technical Presentation Skill, in depth Technical knowledge of Products, MS-Office Suite and Mac detailed oriented, advance problem-solving skills to resolve complex issues, Excellent Negotiator with decision makers, motivated in a target-driven environment Excellent, Interpersonal skills and Relationship building skills.

* **PROFESSIONAL ACCOMPLISHMENTS**
* **R.R. KABEL LTD (RAM RATNA GROUP OF INDUSTRIES)- KOLKATA**

HT/LT PVC CABLE MANUFACTURER.

**SALES ENGINEER FROM JULY 2007 TO MARCH 2010**

Main duties performed:

* Making cold calls &generate new business from new customer with better UPR value.
* Finding new channels for selling and distribution of products.
* Demonstrating products to customers.
* Maintaining good business relationships with existing clients.
* Submission of Techno-Commercial Quotation, follow up, Price Negotiation and Order Finalisation with various Panel builders, General Industries namely, Exide Industries, Britannia, Mitsubishi Electric, Haldia, Tata Chemicals, Haldia, Tata Steel Ltd, Jamshedpur, etc.
* New Product approvals at various Electricals consultant namely, DCPL, M.N.Dastur & Co., EIL, etc.
* Deal with customer feedback, enquiries, complaints.
* Building rapport with a customer’s decision makers and subsequently closing the deal.
* Holding meetings with existing customers to discuss progress of existing & upcoming projects.
* Increasing the visibility of **R R KABEL** products via implementing POS displays.
* Ensuring sales targets are met before the specified deadlines.
* **UNITED MACHINERY & APPLIANCES -KOLKATA**

OEM OF GREAVES COTTON MANUFACTURER OF SILENT DIESEL GENERATOR SET

**SALES ENGINEER FROM APRIL 2010 TO DECEMBER 2010**

Main duties performed:

* Demonstrating products to customers.
* Maintaining good business relationships with existing clients.
* Submission of Techno-Commercial Quotation, follow up, Price Negotiation and Order Finalisation.
* Product Approval at various Electrical consultant, namely M N Dastur, DCPL, Satcon, etc.
* Building rapport with project customer’s decision makers, namely Bengal Ambuja, Emami Realty, and subsequently closing the deal.
* Holding meetings with existing customers to discuss progress of existing & upcoming projects
* **CTR MANUFACTURING INDUSTRIES LTD (SISTER CONCERN OF CG TILL 1990)**

MANUFACTURING TRANSFORMER ACCESSORIES, NAMELY ONLOAD TAPCHANGER

NITROGEN INJECTION FIRE PREVENTION & EXTINGUISHING SYSTEM, RADIATIORS

LT EPOXY BUSHINGS., FIRE RESISTIVE PAINTS FOR HT/LT CABLES.

**SENIOR MARKETING ENGINEER-EASTERN REGION SINCE JAN 2011**

Main duties performed:

* New Customer Development and generation of enquiry and Order Finalisation. Retention of old existing customer & generating regular business with better UPR.
* Looking after the OEM business (Transformer manufacturer) of On Load Tapchanger
* Submission of Techno-Commercial Quotation, follow up, Price Negotiation and

Order Finalisation

* Making cold calls &generate new business from new customer with better UPR value.
* Technical Presentation & Product demonstration at site to various Utilities state namely WBSEDCL/WBSETCL, OPTCL, APDCL/AEGCL, JSUNL, BSPTCL, & Central Government namely PGCIL, NTPC, DVC, etc.
* Special focus on generating revenue from Spares & Services of existing On Load Tapchangers from various Govt. Utilities WBPDCL-BTPS/KTPS/STPS, DVC, WBSETCL, JUSNL & various Pvt.PSU’s namely Tata Motors, Tata Steel Joda, Jindal India Ltd,
* Generate complete Project enquiry for Nitrogen Injection Fire Prevention & Extinguishing systems from Govt.PSUs namely SAIL [DSP/ASP/IISCO, Burnpur/RSP/BSP/Bhillai Steel Plant], IOCL/Paradeep, AAI/NSCBI & from Private PSU’s namely TATA Motors, TATA Steel [ Jamshedpur, Joda, Kalinganagar unit], Jindal India Ltd, Jindal Stainless Steel, JUSCO via tender participation.
* Generating retrofitting project enquiry for both Nitrogen Injection Fire Prevention & Extinguishing systems & On Load Tapchangers on existing transformers from CESC Ltd, WBPDCL-KTPS/BTPS, WBSETCL, PGCIL-NER, TATA Steel Jamshedpur, Tata-Bhushan Steel, via tender participation.
* Technical Presentation to various Electrical Consultant, namely Mecon, Engineers India Ltd,

M N Dastur, DCPL, Tata Consulting Engineers, etc.

* Generating new business of Nitrogen Injection Fire Protection Systems & On Load Tapchangers from EPC Contractors namely Sterling & Wilson, NECCON, Shapoorji, Techno Electric & Engineering Co. Ltd, Simplex, L&T ECC, Siemens, etc.
* Looking after the accounts section of Eastern Region and Control Debtors List. Payment Collection from Various Customers within agreed stipulated time
* Looking after Export business for both Onload Tapchangers & Nitrogen Injection Fire Prevention & Extinguishing systems from various Transformer mfg. namely Energypac/Bangladesh, Powermann/Bangladesh, Protec Electronics/Bangladesh, BETELCO/Bangladesh, Navana Electronics/Bangladesh, NEEK/Nepal, etc.
* Preparation of Export documentation including Techno-commercial quotation as per INCOTERMS.
* **EDUCATION**

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| --- | --- | --- | --- |
| **DEGREE/MAJOR** | **BOARD/UNIVERSITY/ COLLEGE** | **YEAR OF PASSING** | **PERCENTAGE OF MARKS** |
| B TECH/  Electrical Engineer | West Bengal University of Technology (WBUT)  Dr. B C Roy Engineering College, Durgapur | 2007 | 72.9 |

* **MAJOR ACHIEVEMENTS**
* Maintaining 80% market share of ‘CTR’ Onload Tapchanger business in Eastern Region, which amounting INR 4.0Cr since 2012 & with growth business by 20% YOY basis.
* Product Approval of CTR Onload Tapchangers & Nitrogen Injection Fire Protection & Extinguishing system at MECON LTD, RINL (Rashtrya Ispat Nigam Ltd)
* Successfully participated project tenders of Nitrogen Injection Fire Protection & Extinguishing system WBPDCL-BTPS & also successfully executed the complete project.
* Successfully participated & awarded retrofitting project tenders with value of 1.15 Cr of CTR make Onload Tapchanger which includes supply, erection, testing & commissioning at WBPDCL-BTPS.
* Successfully participated & awarded AMC (Spares & services) value amounting INR 0.50Cr of existing 30 Nrs of ‘CTR’ make Onload Tapchanger at IOCL-Paradeep**.**
* Recurring yearly business since 2015 amounting INR 0.75 Cr (approx.) are being generated towards onload Tapchangers spares, Retrofitting of other make Onload Tapchangers & Online Filter M/C for Onload Tapchanger (new diversified business).
* Successfully participated project tenders, value of INR3.5 Cr of Nitrogen Injection Fire Protection & Extinguishing system at PGCIL-NER, Shillong, Meghalaya and also successfully executed the complete projects.

* **PRESENT SALARY (CTC)**

4.00 lac per annum (CTC)

* **EXPECTED SALARY:**

Negotiable

I hereby declare that all statements made above are true and correct to the best of my knowledge

and belief.

**Your’s faithfully**

**ABDUL MABUD SARKAR**