#### *Samrat Sen Majumder*

E/113/8/1, Brajati Apartment

Naktala Lane **Date of Birth** : 3rd December 1975.

Kolkata - 700047 **Fathers Name** : Mr. S.P. Sen Majumder

**Email: -** *samrat744@gmail.com* **Languages Known**: English, Hindi and Bengali

**Cell: -** 06291246754 / 09874086087 .

***Professional Experience:***  **(1)** Joined **ACCE Global Software Pvt Ltd,** on 01.01.2020 as **Regional Sales Manager** for

West Bengal & NESAbased out of Kolkata.

***Job Responsibilities:***

1. Responsible for developing distribution channel across 9 states.
2. Responsible for appointment of C&F’s, SD’s and MD’s based on geography.
3. Recruitment of SH’s, ZSM’s, ASM’s and TSM’s as per business need.
4. Strict adherence of maintaining C2R across my designated area and across all levels.
5. Data Management and reach out to the entire team for better planning.
6. Coordination with principle team for implementation of strategic decision.
7. Tracking and assuring basics of distribution across the entire operational areas like WOD, DOD, and Inventory management.
8. Ensuring secondary and tertiary across all MD points to assure the desired ROI to the channel partners.
9. Supporting the trade with required BTL activities, thus assuring customer awareness.
10. Meeting bottom line targets on a monthly, quarterly and yearly basis.

**(2)** Joined **Resolution Enterprises,** on 29.11.2017 as **Business Head** for West Bengal &

Sikkimbased out of Kolkata.

***Job Responsibilities:***

1. Responsible for distribution operations for the state.
2. Responsible for recruitment of TSM’s for the entire operations.
3. Responsible for primary and secondary level business for the state.
4. Tracking of competition data to strategize business policies and implementation.
5. Management of required inventory across M.D points.
6. Coordination with principle team for implementation of strategic decisions.
7. Dealer level relationship building exercises.
8. Appointment of new MD’s in sync with the business potential, population & geography.
9. Tracking and assuring basics of distribution across the entire operational areas like WOD, DOD, and Inventory management.
10. Ensuring proper and timely disbursement of payouts to MD’s & retail.
11. Supporting the MD’s with seamless marketing activities across area.
12. Meeting bottom line targets on a monthly, quarterly and yearly basis in sync with AOP P&L projection.

**(3)** Joined **Premier Merchants Pvt Ltd,** Super Distributor of **Huawei Mobiles for**

**Eastern India** on 01.11.2016 as **Branch Head – West Bengal & Bihar** based out of

Kolkata till Feb,17. Was heading the Oppo distribution for Kolkata and I phone business

***Job Responsibilities:***

1. Responsible for distribution operations for the states.
2. Responsible for recruitment of ASM’s & TSM’s for the entire operations.
3. Responsible for primary, secondary and tertiary level business for the states.
4. Tracking of competition data to strategize business policies and implementation.
5. Management of required inventory across M.D points.
6. Coordination with Huawei management for implementation of strategic decisions.
7. Dealer level relationship building exercises.
8. Appointment of new MD’s in sync with the business potential, population & geography.
9. Tracking and assuring basics of distribution across the entire operational areas like WOD, DOD, and Inventory management.
10. Implementation of proper and strict MIS driven business across all operational areas.
11. Ensuring proper and timely disbursement of payouts to MD’s & retail.

**(4)** Joined **Appsdaily Solutions Pvt Ltd** on 16.02.2015 as **Area Sales Manager -**

**NESA** based out of Guwahati.

***Job Responsibilities:***

1. Responsible for sales and sales operations for entire North East.
2. Responsible for recruitment of TL’s, TSM’s and ISD’s for the entire North East operations.
3. Tracking of daily Primary, Secondary and tertiary outlet wise for North East.
4. Tracking of handset movement marketwise to bench mark team performance.
5. Relationship building drives across retail for North East.
6. Management of inventory across SS and Distributor points.
7. Responsible to set up distribution and ensure reach across North East.
8. Responsible to set up team across the areas and towns launched**.**
9. Responsible to decide on the priority of towns to be launched as per potential.
10. To freeze on any tie ups across North East.
11. To track and maintain manpower viability as per C2R across all operational stores across North East.
12. Competition tracking for all towns.
13. Responsible to arrange and plan training for the new joinees and refreshers for existing team members at regular intervals as priority.

**(5)** Joined **Surya Vistacom Pvt Ltd** on 30.11.2012 as **Store Head- Samsung PBS**,

based out of Kolkata.

***Job Responsibilities:***

1. Responsible for overall operations of the store.
2. Responsible for sales and bottom line.
3. Tracking of capex and keeping it under control.
4. To be on track to make the store EBIT +ve MOM.
5. Tracking of walkin conversion ratio per SBA’s.
6. Management of inventory of handsets and accessories.
7. Compliance of audit norms.

**(6)** Joined **Vodafone Spactel Ltd**, on July, 09 as **Area Sales Manager-**

**Prepaid,** based out of Raipur, Chattisgarh. Transferred to Jabalpur as **Head-Post**

**Paid Business- Jabalpur Zone** on May, 10. Moved to the position of **“Retail**

**Lead”** from April, 2011.

***Job Responsibilities’:***

1. Responsible for the entire retail gamut for Jabalpur zone for VFS, VMS & ADVMS.
2. Acquisition Targets- Net Gross, post & pre, data products.
3. Quality targets- T2M/DOCNR/ZMOU. Acquisitions churn- 60 to 90 days.
4. Revenue Targets- Tertiary/STV/VAS.
5. VFS EBITDA +ve
6. Mapping of competition accounts for MNP.
7. Appointment of channel partners and taking active part to guide them through a healthy ROI.
8. Healthy coordination with other functions like R&R, C&C, CS and Finance to ensure smooth functioning of business and also to reduce errors and stay within specified TAT.
9. Channel expansion thru service touch points across all DHQ’s & THQ’s
10. Retention, Audit & CSAT Target.
11. Arranging service camps at all the major accounts to ensure smooth & proper service is assured to all my customers.
12. Up selling of my products to all the existing corporate & individual customers to enhance & ensure revenue growth.
13. Brand Visibility & promotional events across VFS, VMS & ADVMS.
14. People development thru training to ensure exciting career progression, recruitment and placement planning.
15. Ensuring hygiene across all touch points as per organization norms.

**(7)** Joined **Tata Teleservices Ltd, ABU** vertical on 19th

November, 07 as “**Cluster Head”- South Bengal.**

***Job Responsibilities:***

1. Responsible for South Bengal business for their ABU vertical.
2. Recruitment of TE’s for my cluster.
3. Appointment of distributors across cluster.
4. Performance reviews of my team.
5. Ensuring healthy ROI for all distributors.
6. Coordination with marketing and service verticals for all the SC’s raised.
7. Ensuring proper adherence to TATA COC.

**(8)** Joined **Dishnet Wireless Ltd**, Unified Access Division on 14th

September, 05 as **Assistant Manager.**

Promoted as **Zonal Sales Manager** on Feb, 06.

***Job Responsibilities:***

1. Responsible for sales in the South Bengal districts.
2. Recruitment of Territory Managers for my zone.
3. Preparing MIS for the entire zone.
4. Appointment and approval of Distributors
5. Motivational exercises for my team.
6. Performance reviews of my team.
7. New initiatives and creativity in the market place.
8. Coordination with marketing on all related activities.
9. Competition feedback from the team and timely reporting.
10. Coordination with other depts. like Finance, Customer care, IT for all related information’s and processes.
11. Actively participating in formulating more market friendly processes.
12. Planning launch activities and processes in new towns.

**(9)** Joined **Hutchison Telecom East Ltd.** on 9th April, 01 as

**Executive – Channel Sales (Prepaid)**. Was transferred to **Post Paid** as

**Channel Sales Manager** on November, 03.

**As Executive – Channel Sales (Prepaid).**

1. Meeting targets for prepaid cards and coupons in the assigned market
2. Smooth functioning of distribution network
3. Analyzing market potential and promoting the brand like wise.
4. Tracking competitor's activities and reporting.
5. Customizing schemes best suited for a particular market.
6. Training of DSM's on all updates of industry.
7. Ensuring proper and timely service to the retailers.

**As Executive – Channel Sales Manager-Post Paid.**

1. Handling distributors & company shops and responsible for post paid business.
2. Handling distributor manpower and ensuring that they work as per guidelines.
3. Training of DSM's on all updates of industry.
4. Ensuring proper and timely service to the retailers.
5. Tracking of competitor’s plans/activities and act accordingly.

**(10)** Joined **Pepsi Cola India Marketing Company** as ‘**Signage** **Executive’** on January 1996. Based at Durgapur and responsible for entire West Bengal.

***Job Responsiblities:***

1. Sales in model counters through Tie ups and proper shop advertising.
2. To make Pepsi brand of products, the most visible and to achieve consistently high quality visual impact of all the variants.
3. To support all product launches (part of Mirinda lemon launch team in Calcutta) and relaunches with high quality POP, Hoarding, Bill boards and Glow signs.
4. To have continuous consumer involvement through promotion like contests, schemes, discounts, redeemable coupons etc.
5. To have continuous excitement in trade via display Contests, quantity purchase schemes (QPS), exclusively dealer tie ups, monitoring market equipments like visicoolers placement and withdrawals.

***Academic :***

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| **Examination** | **Institute/ Board** | **Year of Passing** | **Division** |
| ICSE | St. Joseph Convent High School | 1991 | I |
| WBCHSE | Chittaranjan High School | 1993 | II |
| B.COM | Prafulla Chandra College  (Calcutta South City) | 1995 | P |