

## RESUME:

1. NAME: **ANIRBAN GANGOPADHYAY**
2. FATHER'S NAME: Late Prodyot Gangopadhyay
3. ADDRESS: "NRIPENDRA BHABAN"  
Fatakgora  
P.O. Chandannagar  
Dist. Hooghly  
Pin - 712136  
Phone: 033 – 2683 7202, 9903094937  
E.MAIL: gangos\_22@rediffmail.com, anirban.ganguly293@gmail.com
4. DATE OF BIRTH: **1967, 1ST July (1967/07/01)**
5. MARITAL STATUS: Married
6. LANGUAGES KNOWN: English, Bengali, and Hindi
7. QUALIFICATION: Joined in Indian Air Force in the year 1987.

**Diploma in Electrical Engineering from Indian Air Force Electrical and Instrument Training Institute, Bangalore, in the year 1989.**

**Passed Bachelor of Arts (B.A.) Examination  
From the University of Calcutta in the year 1991.**

**Post Graduation in Business Administration (M.B.A.) with specialization in Marketing from Indira Gandhi National Open University in the year 1996.**

### 8. WORKING EXPERIENCE :

Present Job:

**Joined as Zonal – Head at Consul Consolidated Pvt. Ltd. From July 2013.**

**Taken over the charge of Consul in Eastern India as Complete Power Solution Provider & setting up the total infrastructure in 17 states & 3 Country of Easter India & achieved the business target in 07 months of 7.5 Cr along with making presence of Consul in Eastern India.**

**Merging of Consul – Megatech - Neowatt in Eastern India operation. Presence of Consul in Eastern India started recognized achieved some important customer within 12 months of operation in East.**

**Working in a capacity of Regional V.P. – East (13 States & Bhutan, Nepal, Bangladesh) of Channel & Enterprise Business.**

**Handling sales revenue of 25 – 30 Cr. of the Sales Out of the zone.**

**Setting up Channels for the Retail & Building the Brand.**

**Building foot hold in Industry / Consultants – Steel / Power / Aluminium / Pharma.**

**\* Customer Relationship Management to generate leads and enquiries for Electrical / Industrial Projects**

- \* Tactful approach for meeting the needs of addressable market.
- \* Input to strategy formulation based on listening and learning from the market.
- \* Ensuring offer submission, negotiation & contract finalization with customers
- \* Market analysis of Electrical / industrial Project Business and track competition
- \* Enhancing relationship with customers, architects, consultants and vendors.

**Achievement:**

Achieved 300% growth in sales revenue in 1<sup>st</sup> Year (Last Financial Year).  
Highest Sales Revenue growth in Country.

Setting up dealers & resellers network in Zone. Training, registering partners & getting the sales revenue by every partners of the Zone along with setting up After Sales Service Network of the Zone, planning of spares & training of engineers of ASP.

**Worked as Zonal – Sr. Business Development Manager at Sterling & Wilson Ltd. From Jan 2011. Handling Revenue of 500 Cr.**

Launching Retail DG Set Division & Setting up Channels for the Retail & Building the Brand.

Building foot hold in Industry / Consultants – Steel / Power / Aluminium / Pharma for MEP / Project Business.

- \* Customer Relationship Management to generate leads and enquiries for DG/ Electrical / MEP Projects
- \* Tactful approach for meeting the needs of addressable market.
- \* Input to strategy formulation based on listening and learning from the market.
- \* Ensuring offer submission, negotiation & contract finalization with customers
- \* Market analysis of Electrical / MEP Project Business and track competition
- \* Enhancing relationship with customers, architects, consultants and vendors.

**Achievement:**

Achieved 400% growth in sales revenue in 2<sup>nd</sup> Year .  
Highest Sales Revenue in Electrical & Power Back-up division in Country.

Setting up dealers & resellers network in Zone. Training, registering partners & getting the sales revenue by every partners of the Zone along with setting up After Sales Service Network of the Zone, planning of spares & training of engineers of ASP.

Joined MGE UPS Systems (I) Pvt. Ltd. as Account Manager – West in July 2006. Launching MGE at West, North, South India successfully along with regional team.(10 KVA – 800 KVA)

Taken over the charge of launching MGE in Eastern India alone & achieved the business target in 04 months along with making presence of MGE in Eastern India.

Merging of APC-MGE in Eastern India operation. Presence of APC/MGE in Eastern India started recognized achieved some important all India customer within 12 months of MGE operation in East.

**Working in a capacity of Regional Sales Manager – East (13 States & Bhutan, Nepal, Bangladesh) of Channel & Enterprise Business.**

**Handling sales revenue of 25 – 30 Cr.of the Sales Out of the zone.  
Additional responsibility of Distributor sale in of the country.  
Merging of APC-MGE with Schneider at last year operation.**

**Achievement:**

**Achieved best Sales Champion of the Country & achieved highest individual revenue in Asia Pacific. Biggest Single order in terms revenue in a segment in decade.  
Setting up dealers & resellers network in Zone. Training, registering partners & getting the sales revenue by every partners of the Zone along with setting up After Sales Service Network of the Zone, planning of spares & training of engineers of ASP.**

**Managed / Handled For all Big Projects as additional charge of Northern Region Global & Major Customer Accounts of India IN 2008.**

**Achieved Aircel - Data Center Power back-up, Nokia-Siemens first G7000 Biggest order of the country.**

**Big Industrial Order of Universal Cable.**

**Achieved first TURN KEY Data Center order of 6.5 Cr. Of Bokaro Steel Plant.**

**Joined Numeric Power Systems Ltd. Western Region (No 1 for last 11 years in Indian UPS industry, Highest turnover of last three years) as AGM – West in January 2004.Holding the charge of Western Region for marketing of MGE range of products in the segment where Numeric not having presence & new customer segment (Industry, Eng. consultant, Govt. – Technical sales necessary).**

**Achievement:**

**On first year itself achieved the target of 126% in new market territory & new segment of Numeric.MGE Range product business growth in Western region has overshoot Bangalore(largest three phase market in India).**

***Joined Aplab Ltd. (the oldest, most diversified and one of the biggest engineering and power electronics Company in India), (one of the ESSEL Group Company) on Feb. 2001, as Senior Executive Marketing & left on Sept 2004 as Sr.Manager.***

**Job Responsibilities:**

**>=Holding the Charge of Eastern India, Nepal and Bangladesh for Banking Automation Division (UPS, MICR Encoder, Cheque drop box, Duplicate bill printing machine, Infokiosks etc).**

**>=Product Manager of Micro ranges UPS System in Eastern India, Bangladesh and Nepal.**

**>=Member of Marketing Core Team (Asia) for FMCS Product of APLAB.**

**Achievements:**

**Joined Aplab as Sr.Executive marketing, performance speaks achievement & got promotion every year & became Sr.Manager Business Development.**

**Over-achieved target (collection & booking) every year.**

**Achieved regional business growth more than 300% since the date of joining.**

**Region became no.1 all India on 2004 evaluation within Aplab.**

**Presently having fifteen offices in Eastern division every SBU has achieved independent profit center criteria.**

Previous Employment:

Worked as Sr. Executive Marketing in Power One Micro Systems (P) Ltd. (One of the leading manufacturers of UPS upto 200KVA, Servo Stabilizers – 1000 KVA, Isolation Transformers, Invertors, converters) from May 1999 to Jan. 2001.

Job Responsibilities:

- >Launched 'Power One' in Eastern India, Nepal & Bangladesh successfully and has captured 7% market share East by 2000.
- > Appointment, attending, giving support monitoring the performance of Eastern India, Nepal and Bangladesh dealers and Calcutta Sales Team.
- > Design and implementation of sales strategy keeping in line with the sales strategy of assigned territory.
- >Worked as leading member of national core group marketing to work out the national sales strategies, product development & distribution network of the organization.
- >Worked as a core member in Audit group and responsible for implementation of norms in Eastern India, essential for ISO certification, all India net working for help desk support of customers.

Worked as Key Sales Engineer in NEXT GENERATION BUSINESS POWER SYSTEMS LTD. (one of the largest player in power electronics up to 120 KVA), Marketers of FISCAR'S DELTA & EXIDE, USA'S PRODUCTS IN INDIA) from June 1998 to April 1999.

Job Responsibilities:

- >Responsible to market and promote the NG Brand products (Next Gen has presently positioned all its products in NG Umbrella) in Eastern India. Appointment of distributors & dealers and monitoring the channel partner's performance. Directly dealing with big projects.
- >Design & implementation of sales strategy in line with company policy with the consent of Regional Manager.

Area of Sales:

Dealers network, handling major accounts & providing back- up to support team for major installations.

Worked with the largest business partner of Tata Libert Ltd. & one of the biggest re-seller of Compaq and IBM products in Eastern India as Business Development Executive from Nov. 1997 to Jun. 1998.

Job Responsibilities

- >To achieve sales target and look after operational activities of Tata Libert ON, OFF & Line inter-active range of UPS & its accessories. Business development of Compaq and IBM products. Formulating plans and ideas for the company and implementing with the consent of Directors. Area of sales is government organization, corporate house and multinational houses.

Worked as a KEY MARKETING EXECUTIVE in SHROFF GROUP OF COMPANIES from May, 1996 to Oct.1997.

Job Responsibilities:

- >Worked on dealers network of MK Electrical switch & equipments, Phillips Personal Care, BPL, Telecom equipment, computer stationeries etc.
- >Appointment & attending of dealers to achieve sales target in a given territory. Market development, implementation of sales strategy to complete the sales cycle in shortest possible time.
- >Institutional & direct sales monitoring & supervising of a group of sales representatives. Attending & handling for institutional sales like L&T, HPCL, IOC, Bharat Petroleum, Nationalized banks, Tata Group of Companies etc.

>Vendor development, procurement of materials store, management & delivery of the materials.

Worked with Indian Air Force in Technical Branch from March 1987 to 1996.

Job responsibilities:

>Worked on Diesel Generating Set for execution of maintenance and servicing.

>Worked in Battery Charging Room.

>Worked in Electrical Workshop.

>Worked on Transport Electrical System.

>Execution & supervision of servicing & maintenance of AC & DC generators, alternators, pumps and other concerned equipments.

>Computerized Airfield location beacon installation, servicing and maintenance.

KNOWLEDGE:

**Planning, Execution, Setting up sales ,support & logistic department.**

**Manpower, Material planning.**

**Motivation, job enrichment & job enlargement of Sales & Services & Supply Chain management.**

Joining Time – (Negotiable)

(ANIRBAN GANGOPADHYAY)

Mobile: 9903094937

Email:gangos\_22@rediffmail.com,anirban.ganguly293@gmail.com