



BABLU DAS

(Age – 44 Years, Professional Age – 24+ Years in FMCG)

SPECIALITIES AND MID LEVEL ASSIGNMENTS

A result oriented professional 24 years plus experience in FMCG Industry with top Industry players with proficiency in Business Development, Marketing, Distributors Network, Contract Management and Team Handling.

PROFILE SUMMARY

- A Competent professional with over 24 years of experience in FMCG field.
- Hard working and Creative with positive attitude entrepreneurship skill and desired to learn.
- Currently handling a network of 5 Super Stockiest and 23 Distributors with a revenue of 95 Lacs to 1 Crore Per months.
- Looking after the sales of FMCG Product of whole Jharkhand state.
- Proficient in initiating retention and Product penetration through Demonstration and meeting.
- Experience of primary sale, secondary sale as well as team handling.

CORE COMPETENCIES

Channel Sales	Business Development	Market Growth & Expansion
Key Account Management	Distribution Handling	Team Management & Handling

ORGANISATIONAL EXPERIENCE

1. **Marino Food Products Pvt. Ltd.** : Working as **Area Sales Manager** (Jharkhand) from June, 2022 to Till Date.

Role:

- Responsibility of Primary & Secondary Sales of the company of Jharkhand.
- Looking after distribution network of whole Jharkhand through team, Maintenance of network & expansions.
- Handling the Team & Generating Business of 1 Crore per months.
- Fore Casting of Sales & Accordingly planning for material required every month.
- Looking after the infra of whole Jharkhand.
- Appointment of Stockiest in unserviced area with existing distributors network.
- Responsible for exploring new market.

Highlights:

- Augmented Business Growth through identification of new market segment for achieving targets to optimize revenue.
- Achieved a Growth of **Zero sales to 1 Crore** per month.
- Developed good energetic sales team with 1% of attrition.
- Initiated and developed relationship with distributors, super stockiest with key decision makers in target organization for business development.

PAST EXPERIENCE:

2. **SWG Industries Ltd.** : Worked as a **Area Sales Manager** (Jharkhand)
From Jan, 2021 to May, 2022.
3. **Priya Food Products Ltd.** : Worked as a **Area Sales Manager** (Jharkhand)
From Aug, 2007 to Dec, 2020
4. **SAJ Industries Pvt. Ltd.** : Worked as a **Sales Officer** (HQ - Dhanbad)
From May, 2003 to July, 2007.
5. **Procter & Gamble (I)Ltd.** : Worked as a **Sales Executive** (HQ - Dhanbad)
From Feb, 1998 to April, 2003.

ACADEMIC DETAILS

1986-1987	10 th From Denobili School CMRI, Dhanbad, ICSE Board.
1987-1989	12 th (Science Stream) from P.K. ROY College, Patna University.
1989-1992	B.Sc Hons. In Chemistry from P.K. ROY College, Ranchi University.
1993-1994	PG Diploma in Foreign Trade Management, Kolkata University

IT SKILLS

Knowledge in: MS Office & Tally

EXTRA CURRICULAR ACTIVITIES

Represented Dhanbad district in Football and Cricket. Also got 1st Prize in 100 Meters Race in All Jharkhand Meet.

PERSONAL DETAILS

Bablu Das

S/O : Asit Kumar Das,

Mailing Address : Gandhi Nagar, Ward No. 31, Bangalpara,
Dhanbad, Jharkhand -826001

Language Known : English, Hindi & Bengali

Marital Status : Married

Hobbies : Travelling & Reading Books

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