

## Resume

### Indrasen Shahi

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#### CAREER OBJECTIVE:

To build upon my existing abilities coupled with solution-oriented approach and contribute positively to the organizational growth.

#### WORK EXPERIENCE POST MBA

**A) Company and its Profile: Nobel Hygiene Pvt. Ltd.,** the largest Indian manufacturer of disposable hygiene products. The company has a diversified product portfolio which includes brands like Friends (adult diaper), B-Fit, Teddyy (baby diaper), Snuggly (baby diaper) and Rio (Sanitary napkins)

**Tenure** : March 2022- Till date  
**Designation** : Area Sales Manager.  
**Reporting To** : Regional Sales Manager  
**Area** : North Eastern Region-1

#### Responsibilities:

**Business Development:** Primary responsibility includes channel management for Super stockist, counter stockist and retail distributors in my territory. Other responsibilities include the supervision of 2 Senior Sales officers, 5 sales officers and 3 ISR. The target assigned is 10.5 Crores p.a.

**B) Company and its Profile: Famcare India Pvt. Ltd,** leading provider of nutritional and dietary supplements and offers a variety of products ranging from multivitamin range for man and woman, essential oils, cosmetics and protein powders for nutritional needs and sports nutrition products.

**Tenure** : April 2021- February 2022  
**Designation** : Sr. Area Sales Manager.  
**Reporting To** : Zonal Sales Manager  
**Area Covered** : West Bengal.

**Business Development:** Primary responsibility involves visiting Gyms, Nutrition stores & Distributors to garner business for our products. The target assigned is 1 Cr. pa.

**C) Company and its Profile: Sanmarg Pvt. Ltd,** a leading Hindi News Paper from Eastern India.

**Tenure** : May 2019- Mar 2021  
**Designation** : Asst. General Manager.  
**Reporting To** : CMD  
**Area Covered** : Bihar, Jharkhand & few clients of West Bengal.

**Business Development:** Primary responsibility involves meeting Client & Agencies to garner business for our publication. Over a period of time I have built up a good rapport with leading advertisers and agencies. The target assigned is 1 Cr. pa.

**D) Company and its Profile:** Ajanta LLP is a leading name in Clocks, Calculator, Home Appliances, Electricals & Fans category. The company has a diversified product portfolio.

**Tenure** : Nov 2017- April 2019  
**Designation** : Sr A.S.M.  
**Reporting To** : Sales Manager  
**Area Covered** : West Bengal

**Business Development:** Primary responsibility includes channel management for the 8 Distributors in my territory. Other responsibilities include supervision of the 7 Sales Officer. The target assigned is 27 Cr pa.

**E) Company and its Profile:** MCNROE CONSUMER PRODUCTS Pvt. Ltd is a leading name in Personal care category. The company has a diversified product portfolio which includes brands like Wild Stone, Secret Temptation & Heaven's Garden.

**Tenure** : May 2015-Oct 2017  
**Designation** : Area Sales Manager  
**Reporting To** : Regional Sales Manager  
**Area Covered** : Bihar (Patna)

**Tenure** : Sept 2013-April 2015  
**Designation** : Area Sales Manager  
**Reporting To** : Regional Sales Manager  
**Area Covered** : Part of Assam, Manipur, Tripura & Mizoram

**F) Company and its Profile:** PARLE PRODUCTS Pvt. Ltd is a leading name in biscuits and confectionary arena. The company has a diversified product portfolio which includes well moving brands like Parle-G, Monaco, Krackjack, Melody etc.

**Tenure** : July 2010-August 2013  
**Designation** : Area Sales Executive  
**Reporting To** : Area Sales Manager  
**Area Covered** : Kolkata & South 24 Parganas.

**Business Development:** Primary responsibility includes channel management for the 12 distributors in my territory. Other responsibilities include the supervision of the 2 Sales Officer. The target assigned is 17 Crores pa.

**G) Company and its Profile:** GODFREY PHILLIPS INDIA Ltd. is the second largest player in the Indian cigarette industry. It owns some of the most popular cigarette brands in the country like Four Square, Red and White, Jaisalmer, Cavanders and Tipper.

**Tenure** : April 2007 till June 2010  
**Designation** : Asst. Manager  
**Reporting To** : Area Sales Manager  
**Area Covered** : Vasai & Bhiwandi

**Responsibilities:**

**Business Development:** Primary responsibility includes channel management for the distributors in my territory. Other responsibilities include the supervision of the sales force with a size of 18. The target assigned is 25 Crores pa.

**Significant Achievements:**

Achieved 30% month-over-month growth of the newly launched Candy "Fundagoli"

**ACADEMIC PROFILE:**

**Professional Qualification:**

| Examination     | College/Institute                     | University           | Specialization | Year of Passing | Class                 |
|-----------------|---------------------------------------|----------------------|----------------|-----------------|-----------------------|
| MMS (2005-2007) | Chetana's R.K Inst of mgmt & Research | University of Mumbai | Marketing      | 2007            | 1 <sup>st</sup> Class |
| B.Com           | IGNOU                                 | IGNOU                | Commerce       | 2003            | IInd                  |
| Intermediate    | BDE College                           | BIEC                 | Science        | 1995            | IInd                  |
| 10th            | SGD Patliputra High School            | BSEB                 |                | 1995            | Ist                   |

### PERSONAL DETAILS

**Date of Birth** : 11<sup>th</sup> Dec 1979  
**Nationality** : Indian  
**Marital Status** : Married  
**Permanent Address** : 32, Bidhan Pally, Kolkata-700084  
**Languages Known** : English and Hindi, Bengali.  
**Interest** : Meeting new people.

### KEY STRENGTHS:

Coordination and presentation skills. Leadership for independent decision as well as a good team member.

**Place: Guwahati**

Date:

**Indrasen Shahi**