**pabitrasikdar@gmail.com**

**Pabitra Sikdar**

**Senior Business Executive**

**USV PRIVATE LTD**



**+91-9433853551**



***Core Strength***

* Sales and Marketing
* Strategy wise Product handling
* Visionary Leadership
* Project Development
* Client Management
* Business Operations
* Brand Building
* Channel Management
* Market Expansion
* Market Analysis

 **Profile Summary**

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**Aspiring towards Senior Level Assignments in Sales & Marketing entailing Sales/ Business Development with a reputed organization**

* Formulating Plans and reaching out to the unrepresented market segments / customer groups for business expansion.
* Implementing Promotional Plans with unique concepts and contemporary activities, which helps to generate sales for achievement of targets; coordinating the promotional activities for new offers.
* Identifying strong and reliable channel partners for deeper market penetration and improved market share.
* Planning and implementing the schemes to achieve the business objectives; meetings conducted to know new product requirements.
* Analyzing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.

 Core Competencies

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**Strategic Planning**

* + Implementing strategies for achievement of goals and targets by identifying & developing new avenues for long term growth.
	+ Conceptualizing business plans; assessing the revenue potential in business opportunities.
* Ensure marketing activities, including promotions, for successful launch of new products.

**Sales & Marketing**

* Focus on monthly /annual sales targets and analyze regularly.
* Devising & effectuating competitive selling programs/strategies to improve product awareness & enhance business growth and ensuring healthy ROI for the company.

**Distribution / Channel Management**

* Identifying & networking with financially strong & reliable distributors or stock points, resulting in deeper market penetration & improved market share.
* Appointing distributor, evaluating their performance & monitoring their sales & marketing activities.

**Leadership**

* Providing leadership, managing long term plans, identifying risks, opportunities, and options.
* Mentoring, motivating and coaching talent to achieve the objectives.
* **USV Private Ltd . October’14 – Onward**

**Designation : Senior Business Executive**

**Location :** Howrah (W.B) , NH Superspeciality hospital and other reputed nursing home & maternity

 Home, District and suburbs hospitals

**Team : Division Crescendo domestic sales**

**Job Profile:**

* Ensuring Sales & Marketing operations with implementing company’s strategy and ensuring regular business
* Generating Business to product promotion more than hundred qualified different specialist doctors.
* Ready hand experience of handling capacity of 7 number of Distributors, C&f, 150 Chemists, and 15 sub stockiest and regular contact of each of employee of all above the channel partners.
* CTC:-4.40 Lakhs. (Fixed 3.30 Lakhs + Variable 1.10 Lakhs).+ LTA+ BONUS
* Company paid Medi-claim Policies for Parent & Family.

 **Abihya Marketing Private Ltd April’99 – Sep’14**

 **Designation : Marketing Executive**

**Location :** Kolkata & Howrah, Corporate office (Coal India, Duncun,CESC, Indian Airlines, Tata Centre,

 Shipping Corporation and others), Three Medical College and Hospitals,



**Job Profile:**

* Handled both the market with current sales and marketing strategy
* CTC :- 3.00 Lakhs

 **Education &**  **I T Skills** ----------------------------------------------------------------------------------------------------------------------------------------

* **Diploma In Pharmacy from Orissa State Board Of Pharmacy in the year of 1997**

* **B.Sc from Calcutta University in the year of 1994**

* **(10+2)th Standard under West Bengal Council Of Higher Secondary Education in the year of 1992**
* **10th Standard Under West Bengal Board of Secondary Education in the year of 1990**

* **Windows, MS Office (Ms Word, Ms Excel,) and Internet**.

 **Personal Detail** -

 **Name : Pabitra Sikdar S/o Moloy Behari Sikdar**

**Date of Birth : 31st December 1973**

**Marital Status : Married**

**Residence : 14/11 Currie Road, Howrah -711104 (W.B)**

**Language Known : English, Bengali, Hindi, Oriya**