

CURRICULUM VITAE



SANJAY BHATTACHARYA

Mobile: +91 9836337171

Email: sanjaybhattacharya22@gmail.com

Professional Summary

32 years of experience in Sales and Marketing, Management, Head office and Branch operations out of which **22 years in Tea Processing Machines and 10 years in Material Handling Equipments**. Experience in overseeing entire business operations encompassing marketing, projects, service and installations, man management, administrations, factory co-ordinations for scheduled deliveries, purchase, designing, research and developments, supply chain management and market/competition analysis. Proficient in maintaining cordial relationship with customers to achieve customer satisfaction and business retention. Adept at managing the multi branch operations ensuring growth and profitability, identifying business problems and formulate strategic plannings, trouble shooting, effective communication and relationship management skills.

Areas of Exposure/Expertise across assignments

Head Office and Branch Operations: Overseeing marketing and sales operations for achieving increased growth & top-line profitability.

Planning & Budgeting: Formulating long & short term marketing strategies to enhance operations in coordination with plans of Organization & the industry trends.

New Product Marketing & Development: Devising & implementing pre & post marketing activities for successful marketing of new products. Managing products in terms of prices, quality and new products and developing customers for the same.

Factory Co- ordination: Effective factory co- ordination and supervision for delivery schedule, purchase, machine inspections, designing, research and developments and implementation of technical feed backs.

Man Management: Supervise the sales & service team for effective functioning & accomplishment of individual & team goals.

Key Account Management: Business Development by Interfacing with clients to understand their requirements & devising viable solutions.

Computer Skills: Absolutely adept at working in a computerized environment. MS Word, Excel, Power point etc.

Organizational Experience

- **Bluemonte Industries Pvt. Ltd. – July 2021** –We are a startup Company manufacturing Tea Automation Machines in Kolkata with a team of Automation Engineering professionals. We are supplying our machines to Tea factories in Assam, North Bengal, Bangladesh and Africa .
- **Stesalit Systems Ltd.- October 2015 – June 2021 as Vice President – Marketing** for marketing of Tea Automation Machines like Rotorvane Weigh Feeder, Online Monorail weigher, Drier made Tea Weigher etc. based at Kolkata. Managing overall Domestic and Export Marketing operations, Service, Finance, administration and production coordination. Exporting Countries were Africa, Bangladesh, Sri Lanka and Nepal.
- **T&I Pvt. Ltd.- April 2004 – August 2005 & August 2012 – September 2015 as DGM- Marketing** with overall responsibilities for Marketing of Tea Processing Machines based at H.O. Kolkata reporting to Managing Director. Managing marketing operations of Kolkata H.O., Siliguri Branch, leading Branch Managers, service engineers, technicians and other support staffs. Executing, Handling and Managing Tea factory projects, coordination with factory for scheduled deliveries, material and end product inspections, technical support, design implementation etc. and also outsourcing materials/ items required for tea machines/ projects. Co- ordination with finance department for fund management. Responsible for business generation from Kolkata, North Bengal, Nepal and Assam areas in close liasioning with all tea concerned bodies such as Tea boards, Tea brokers, Tea consultants etc. Formulating and implementation of marketing strategies, recruitment, sales training, supervision of installations etc.
- **T&I GLOBAL Ltd.- September 2005 – July 2012 as DGM- Marketing** with overall responsibilities for Marketing of Tea Processing Machines based at H.O. Kolkata reporting to Managing Director. Managing marketing operations of Kolkata H.O., Siliguri and Tinsukia Branches, leading Two Branch Managers, service engineers, technicians and other support staffs. Handling and managing Tea factory projects, coordination with factory for scheduled deliveries, material and end product inspections, technical support, design implementation etc. and also outsourcing materials/ items required for tea machines/ projects. Co- ordination with finance department for fund management. Responsible for business generation from Kolkata, North Bengal, Nepal and Assam areas in close liasioning with all tea concerned bodies such as Tea boards, Tea brokers, Tea consultants etc. Formulating and implementation of marketing strategies, recruitment, sales training, supervision of installations etc.
- **Aarkay Asiatic Industries (P) Ltd.- April 2002 – August 2004 as GM-Sales** responsible for marketing of **Tea Processing machines** based at Kolkata. Marketing operations was started by myself in this Organization. Responsible for development of Kolkata, Siliguri and Nepal clientele base, formulation of marketing policies, co- ordination and liasioning with all tea concerned bodies, consultants, supervising production, installations and after sales service. Successfully developed new clients and brand image through extensive visits, communications and personal contacts.

▪ **International Combustion (I) Ltd.- June 1997 – February 2002 as Assistant Manager- Sales based at Kolkata H.O. for Material Handling Consumables & Equipments.**

- Handled the marketing operations in the regions of Bengal, Bihar, Jharkhand and Orissa for Polymer liners in Bunkers, Chutes, Hoppers etc. Polymer decks for Screens, Feeders and Vibrating Screens to Steel, Mining, Cement, Power, Mining, Petrochemicals and other Engineering sectors.
- Co- ordination with team of sales, service engineers, technical and design departments for business generation and prompt after sales service.
- Appointed new liasioning agents for active involvement in their connected sectors for new business developments and trouble shootings.
- Factory visits and trainings at Kolkata and Nagpur factory for enhanced and indepth product knowledge.
- Preparation and Attending tenders for Government and Non- Government sectors.

▪ **Sur Iron & Steel Co. Ltd. - November 1992 – April 1997 as Marketing Engineer based at Kolkata for Material Handling Equipments.**

- Handled the marketing operations of West Bengal for Crushers, Screens, Vibrating Feeders, welding machines and diesel welding generators sets to Construction, Infrastructure, Cement, Steel, Power, and other Engineering sectors.
- Identified new and potential users and techno commercial negotiations for sales generation.
- Preparation and Attending tenders for Government and Non- Government sectors.
- Provided pre-post technical assistance to the customers for achieving optimum customer satisfaction.
- Supervised production activities and material inspections.

Educational Qualification:

Post Graduate Diploma in Business Administration from “Annamalai University” in 1999.

Diploma in Mechanical Engineering from “Engineering Institute for Junior Executives”, Howrah in 1991.

Bachelor of Science from “Durgapur Government College” in 1988.

Higher Secondary (Class XII) from “Bidhan Chandra Institution” in 1986

I.C.S.E. (Class X) from “St. Xavier’s School” in 1984.

Trainings

- **SQL STAR INTERNATIONAL LTD.** Software operations and programming in MS- DOS, EXCEL, WINDOWS 95, FOXPRO, INTERNET.

Personal Details

Address: Orchid Residency,
Flat No. 2C,
20/1, Hridaypur Station Road, Barasat,
Kolkata- 700127. West Bengal. INDIA.

Date of Birth: 22nd December 1967

Place – Kolkata