**ARINDAM GHOSH**

Sukantapally, P.O. Siliguri Bazar, P.S. Siliguri, Dist. Jalpaiguri, Pin- 734005.

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**INSURANCE PROFFESIONAL**

With 27+ years’ experience

**PROFILE**

Dynamic and diligent professional with successful careers, predominantly in steering Business Development, Relationship Management and Branch operations. Currently spearheading as **Zonal** **Manager (North East) under PREFERRED PARTNERS INSURANCE BROKERS PRIVATE LIMITED,** at **Siliguri looking after entire North East Sales and Operations.**

Demonstrated competencies in designing & implementing sales & marketing plans at branch level to comprehend aspiring deals and viability objectives while accomplishing unceasing development and effectively acquiring new customers in the portfolio.

Skill in planning business forces at work and restoring planned and operative drivers to fight competitive forces & stay determinedly afloat with flawless **track record of delivering greater performances under challenging work situations.**

Influential in **scheming and applying ground-breaking deals and commercial progressive strategies** to obtain and hold realistic marketing share in competitive setup.

A firm obligation to client service, with the aptitude to ensure high quality and timely execution of customer requests, build dynamic associations, resolve complex issues and gain customer trustworthiness.

**Fundamental Know-hows**

Marketing Planning/ Implementation  Association Management  Team Management  Market Analysis  Business Development  Strategic Management  Brand Management

**PROFESSIONAL EXPERIENCE:-**

**PREFERRED PARTNERS INSURANCE BROKERS PRIVATE LIMITED**

**(Subsidiary of Atlas Shipping Services Pvt. Ltd.)**

**Zonal Manager (North East)**

**May 2019 – Present**

Responsible for all the NE branches of PPIB: Siliguri, Guwahati, Silchar

Successfully book a business of Rs.17 lack within 11 months from DOJ by self initiative.

**PEERLESS FINANCIAL PRODUCTS DRISTIBUTION LIMITED**

**(Subsidiary of Peerless General Finance & Investment Co. Ltd.)**

**APR 2016 – May 2019**

**Manager (Looking after Entier Siliguri cluster – Siliguri, Kalimpong, Gangtok, Kurseong, Darjeeling and nearby agency pockets.)**

Direct all operational aspects including distribution operations, customer service, administration & sales

 Assess local market conditions and identify current and prospective sales opportunities.

Develop forecasts, financial objectives and business plans.

Meet goals and metrics.

Manage budget and allocate funds appropriately.

Bring out the best of branch’s personnel by providing training, coaching, development and motivation.

Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities.

Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs.

Address customer and employee satisfaction issues promptly.

Adhere to high ethical standards, and comply with all regulations/applicable laws.

Network to improve the presence and reputation of the branch and company.

**PEERLESS FINANCIAL PRODUCTS DRISTIBUTION LIMITED - JAN 2008-APR 2016**

**PROMOTED TO Assistant Manager then Deputy Manager – Siliguri Cluster**

Instrumental in inducting FOS in different pockets and building super performers in foreign tours.

Solely undertook to achieve 60% of branch FPD business in all three verticals and cross selling hit ratio of around 40%-42%.

Accountable for completely managing the day to day operations.

Solely accountable for maintaining KRA (Key Responsibilities Area) for operational avenues and coordinate with Regional Management pertaining to same.

Determine training needs, identifying process gaps & conducting programs to enhance operational efficiency.

Ensure timely service delivery as well as renewal collections from the clients and maintaining smooth operations.

Maintain timely MIS & database reflecting the trends & developments regarding sales and business development etc.

Conducting lead generation and sales promotion activities for the branch.

Consistently coordinating with the operation team.

**Key Achievements:**

Winner of the Employee Reward & Recognition Contest of Bangkok during 2010 through direct life insurance sales under Company’s Direct Code.

Developed key pocket areas like Kurseong, Gangtok, Matigara, Salugara, Phansidewa, Siliguri town through recruiting channel partners and client acquisition.

Active participant in CTVN Channel “Kajer Bazar” media program and converted the promotional activities in numbers – recruited 75 FOS through CTVN and KOL Channel Sourcing.

During F.Y. 2009-2010 – Garnered Rs.48.50 lacs FYP under LI vertical which is around 60% of branch business; Rs. 3.00 lacs under General Insurance vertical; RnR winners taken upto 22 nos. with 72% active FOS through deferred monthly payment achievers

During F.Y. 2010-2011 – Roped in around Rs.35.50 lacs FYP under LI vertical which is around 42% of branch achievement; Rs.2.34 lacs under General Insurance business (which had been the 100% branch business); Rs.22 lacs under FPD-Mutual Fund Vertical with creation of new group of KOLs; taking the FOS numbers to 103 with fresh induction of 28 new FOS.

During F.Y. 2011-2012 – Roped in Rs.30.00 lacs FYP under LI vertical through 40% cross sales; Rs.5.78 lacs under FPD-GI vertical (100% branch business); Fresh induction – 7 numbers, apart from activation of the opening stock of FOS

During F.Y. 2012 -2013 till date – Issued LI business of Rs.5.25 lacs sourced through self-skill and market knowledge; backed by 15 nos. fresh induction with deploying channel partners in key areas like Gangtok, Kalimpong and Kurseong; Rs.2.50 lacs sourced under FPD GI Vertical.

**PEERLESS DEVELOPERS LIMITED (Now Peerless Financial Products Distribution Ltd.)**

**Jan 2008- Mar 2008**

**Executive - Insurance (Specified Person)**

Handled the responsibilities of life insurance sales and operations.

Monitored Sales, Distribution, Promotion, Business Development and overall performance of the allocated areas, planned, implemented & controlled all related marketing strategies for the areas.

Managed the sales and marketing operations and accountable for increasing sales growth.

Was responsible for achieving the branch targets in terms of no of policies , premium collection, activation through a team of agents/smart guides.

Worked in coordination with the team for giving them inputs on client profilers for data gathering from client.

**Key Achievements:**

During January 2008-March 2008 – Roped in around Rs. 76 lacs under FPD Life Insurance Vertical and generated 7 Foreign Trip Winners

**PEERLESS DEVELOPERS LIMITED (Now Peerless Financial Products Distribution Ltd.)**

**Jan 2000-Dec 2007**

**Junior Officer**

Accountable for handling dues and court cases of Siliguri Peerless Bazar(also part of P.D.L)

**Key Achievements:**

Resolved more than 196 Criminal and Civil Cases

Recovered collection due of Rs.48.00 lacs as on date

**CONTINENTAL COMMERCIAL COMPANY LTD. Jan 1991-Dec 1999**

**Senior Market Development Officer at Siliguri location**

Accountable for handling sales for North Bengal & executing promotional activities to promote the growth

Conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing the competitor’s strategies and proceeding

Coordinated with the distributors for new products & product promotional programs.

Developed strategies to enhance customer relations through formal and informal channels, building cordial relationship through regular interactions & apprising them with institute’s value propositions

**Key Achievements:**

For good work was promoted to a higher grade as Senior Market Development Officer from Market Development Officer rank.

**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

**B.Sc.– Pure Science, 1989**

**North Bengal University, Siliguri**

**Date of Birth:** 10th June 1968

**Language Proficiency:** English, Hindi, Bengali

**Permanent Address:**

**References:** Available on Request & **Latest CTC: 5.0 lack + incentives**