

Curriculum Vitae

ABHIJIT MUKHERJEE

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PROFILE SUMMARY

Sales & Marketing professional with 20 years of experience across multiple sectors like FMCG, Insurance & Financial Services etc. with extensive knowledge of product distribution, sales promotion, dealer and distributor management, debtors monitoring, sales force motivation and recruitment as also direct sales. Specializing in Alternate & Tied Channel sales & marketing for life insurance, general insurance and mutual funds.

PROFESSIONAL EXPERIENCE

- ♦ **ASEGO Insurance Broking PVT. LTD :-**
Strategic Partnership Executive – Health (April , 2022 - February 2023)
- ♦ **RenewBuy (D2C Insurance Broking Pvt. Ltd.) – Sales Manager (Nov, 2021 – March 2022)**
- ♦ **Allied Health Sciences Pvt. Ltd.- Territory Manager (WB) (Apr, 2011 – Dec, 2019)**

Key responsibilities

- ✓ Responsible for Primary as well as Secondary sales for month on month basis
- ✓ Regular interaction with Super distributors and distributors
- ✓ Responsible for proper product distribution and visibility in the market
- ✓ Proper scheme implementation

- ♦ **Insurance & Financial Services Sales & Marketing (Oct, 2004 – Dec, 2010)**

- Microsec (A Insurance Broking House) – Branch Manager (Insurance Rural Retail)
- Peerless General Finance & Investment Co. Ltd – Assistant Branch Manager (Sales)
- Ski Insurance Marketing (a unit of Shriram Group of Companies) - Territory Sales Exec.
- Auto Insurance Division (Bajaj Allianz General Insurance Company Ltd) – Sales Executive
- ICICI Lombard General Insurance Company Ltd - Team Leader

Key responsibilities

- ✓ Planning and implementation of team activities in line with the sales target set by the management.
- ✓ Monitoring team activities and providing guidance to the team members with the objective of exceeding the targets set.
- ✓ Liaising with important clients and providing after sales support to ensure total customer satisfaction and customer retention.
- ✓ Arranging collection of renewal premiums of existing parties.
- ✓ Creating new parties and convincing them to insure their vehicle from us.
- ✓ Motivating new & existing members of insurance & financial services sales channel

- ♦ **FMCG Sales (Jan 1999 - Sep 2004)**

- Ozone Ayurvedics : 2 years as Trainee Sales Officer

- Himalaya Ayurvedics : 1 year as Sr. Sales Representative
- Dabur India Ltd : 3 years as Sales Representative

Key responsibilities

- ✓ Promoting secondary sales through an established network of stockiest and dealers such that target set are exceeded.
- ✓ Realization of outstanding payments.
- ✓ Follow up with stockiest / dealers on a regular basis in order to monitor sales of company's product.
- ✓ Evaluation of dealer performance vis-à-vis targets set and preparation of reports for submission to the management.
- ✓ Gathering market intelligence on competing brands & their promotional strategy & preparing market analysis report of the same.

♦ Metalo Products Pvt. Ltd - Accounts Assistant (Apr 1996 - Dec 1998)

Key responsibilities

- ✓ Responsible for maintaining books of accounts
- ✓ Activities included data entry, cash handling etc
- ✓ Also responsible for liaising with debtors.

ACADEMIC BACKGROUND AND PROFESSIONAL COURSES

- ✓ Bachelor of Commerce – University of Calcutta (1993)
- ✓ 1 year diploma course in computing – Brainware Computer Academy (1995 – 1996)
- ✓ Certificate course in computing – Bally Youth Computer Training Center (2004)

OTHER SKILLS AND COMPETENCIES

- Effective communicator with proven presentation and interpersonal skills. Can communicate fluently in English, Bengali and Hindi
- Self motivated team player with abundance of personal energy and drive
- Target oriented and enjoys working under challenging situations
- Basic proficiency in computers using MS- Office applications

PERSONAL INFORMATION

- Present Address: 9/ 43/1, Palbagan Lane, Belurmath, Howrah-711202
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- Date Of Birth: 1st November, 1972