**TARKESHWAR GUPTA**

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**Profit Centre Operations, Sales & Marketing, Business Development**

*Spearheading organisational growth in dynamic environments; played a vital role in establishing actionable solutions, building employee value, driving vision and achieving critical strategic goals*

***Location Preference:*** *Kolkata*

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| **CORE COMPETENCIES**  **Sales & Business Development**  **Business Growth & Profitability**  **Revenue Generation**  **P & L Management**  **Consumer & Customer Marketing**  **Market Research & Penetration**  **Sales Planning**  **Market & Competitive Analysis**  **Distribution / Channel Management**  **Sales Training & Leadership** |  | **PROFILE SUMMARY**   * A competent professional with **over 15 years** of year-after-year success in managing **Sales & Marketing, Business Development and Channel Management in the Finance/ General Insurance industry** * Presently associated with **Magma HDI General Insurance Co. Ltd.** * Successfully drove positive **Return On Investment (ROI)** by establishing appropriate selling model, customer metrics, and a compelling incentive compensation plan * Planned, formulated and implemented **sales strategies and promotions** to increase market penetration and to drive revenue and profitability by maximizing sales * Consistent success in **maximizing corporate performance, driving growth, generating revenues, capturing market share and enhancing the value in markets** * Implemented sales programs by developing sales action plans; expanded markets in different areas through various programs * Conceptualised and actioned growth plans by implementing marketing strategies, product mix and selling price * Exceptionally well organized with a track record that shows **creativity and initiative to achieve both corporate and personal goals**; enterprising leader with mentoring people |

**ORGANIZATIONAL EXPERIENCE**

**Jan’13 till date: Magma HDI General Insurance Co. Ltd., Barasat and Malda as Branch Agency Head**

**Key Result Areas:**

* Spearheading Branch Administration and Customer Service Operations for the 3rd best branch with 107% target achievement in FY 2018-2019
* Managing 4 on-roll employee, Channel Creation, New Tie-up and Claim Support
* Running sales & marketing operations, increasing sales growth and initiatives in order to achieve business goals
* Supervising complete business operations with ensuring profitability, forecasting monthly/ annual sales targets, and executing them in a given time frame
* Forecasting periodic sales targets to achieve business goals and leading the frontline sales team to achieve them
* Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion
* Building & maintaining relations with clients, generating business from the existing accounts, achieving profitability & increased sales growth
* Assisting distributors with business strategy and go-to-market planning & execution including connections
* Conducting competitor analysis by keeping up-to-date of market trends & competitor moves to achieve market share
* Appointing new business accounts to expand product reach in market
* Leading, training and monitoring performance of the team members for maintaining excellence in operations

**Highlights:**

* Recognized for exceeding targets; received award in recognition of the same
* Formulated and implemented a highly collaborative comprehensive strategy and throughout the product lifecycle
* Augmented revenues by using effective sales tools
* Achieved revenue growth & increase in market share by cross-selling of multiple product lines

**Jan’11 to Jul’12: Chola MS General Insurance Co. Ltd., Kolkata as Sr. Executive/ BDM – Agency Vertical**

**Key Result Areas:**

* Managed entire agency business of West Bengal region; led a team of 5 on Roll Heads
* Steered big account like Satabdi Insurance Broking & NBFC (Sachin Finance & Sahul Finance)
* Administered all aspects of business at the state level
* Imparted training & catering to the skill development requirements

**Highlights:**

* Successfully managed to attain the highest rank in entire East on Chola MS
* Registered an increase in profitability of business and revenues

**PREVIOUS EXPERIENCE**

**Feb’06 to Dec’10: Reliance General Insurance Co. Ltd., Kolkata (West Bengal) as Sales Manager**

**Key Result Areas:**

* Reported to Branch Manager Sales and managed a team of 2
* Identified and developed new market territories to increase the base of the company
* Implemented suitable measures for Motor Business across Kolkata
* Steered identification of new areas of operations and recruitment of new dealers

**Highlights:**

* Pivotal role in managing dealer relationships across Kolkata
* Attained Dealer Sales Team right from the first month of joining
* Registered as the highest achiever in West Bengal
* Turned around underperforming dealerships & agent at Kolkata to profit making ones

**Sep’03 to Feb’06: Magma Fincorp Ltd., Malda**

**ACADEMIC DETAILS**

* **B.Com.** from Seth Anandaram Jaipuria College, Calcutta University, Kolkata in 1996

**PERSONAL DETAILS**

**Date of Birth:** 4th April, 1974 || **Languages Known:** English, Bengali and Hindi ||

**Address:** 37/9A Purbo Sinthee Road Kolkata 700030 ||