

# CV of Keshob Chandra

## KESHOB CHANDRA NAG

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**A Senior management person, good in Operations, Sales, Marketing & Relationships**

### Summary

24+ years of experience with a result driven attitude. I am a hardcore professional with an experience in all the areas of business which includes Management, Business Development, Relationship and Marketing.

I am good at co-ordination and this skill has helped me to co-ordinate efficiently with Distributors & Retailers and with internal set-up of the business.

My skills have helped in successfully leading teams for running process operations & developing procedures and service standards for business excellence.

I possess fluent communication, interpersonal & problem solving skills with the ability to handle extremely busy and hectic schedules.

### Core Competencies

Analysis	Customer Service	Sales & Marketing
Mentor / Trainer	Team Management	Operations Management
Presentation skills	MS Excel, MS word, PPT	MS office

### Work Experience

#### **Sakshi Lingeries pvt Ltd**

15<sup>th</sup> December -2022 to Till Date.

#### **Post: National Sales Manager**

Work profile: within 2 months have appointed 18 distributor, responsible for companies business growth, appoint Distributors, sale's team. Logistics handling, market Branding support, scheme & conference planning.  
Reporting to M.D.

### Work Experience

DOLLAR INDUSTRIES LTD( AN ISO 9001-2015 CERTIFIED ORGANIZATION). 13th December-2021 TO 15th December -2022.

POST: Business Development Manager

Work profile: Within four month appoint 6 new distributors, looking after companies primary & secondary sales in the region. Appoint SIS, new retailers for increasing distributor sales, coordinate with Distributor & sales team.

### Work Experience

JBS Clothing Company Ltd. Mumbai, 1st August 2018 to 1st December-21.(Jeans, Shirts & Tie)

Business Development Manager (All Over India) Except Kerala Town.

Achieved New Distributors of 5 states with in one months . Also plan for company SIS / EBO for pan India. Appointed 2 SIS at BIHAR.

### Work Experience

FABIO ROSSINI FABRICS PVT LTD., BENGALURU, May 2015 till date (Prmium Cotton Shirting Fabric's)

SALES & Marketing Head (Eastern Zone)

### Work Profile:

**Achieved new distributors of 4 states and opened 145 new retailers for the company. This was possible within 6 months of appointment.**

**Doubled the selling figures for new brand.** Looking after company primary & Secondary sale in the region of W.B, Orissa, Jharkhand, Bihar, Nepal & Assam.

Ternover Start from 50 lakhs to 3.5 CR. given during my working time.

### **APOLLO SOCKS, Gujarat, Jan 2012 to April 2015**

**Marketing Head (Eastern Zone, Hyderabad, Nagpur, Pune, Mumbai, Ahmedabad)**

### Work profile:

**Overall in-charge of distribution of Apollo Socks & responsible for the appointment of new Distributors and Dealer's/whole seller for the movement of the merchandise in the region & looking after the primary and secondary sales of the states.**

**Developing and implementing logistics/planning processes in support of business unit's initiative to transition to a "make-to-demand" environment away from a "make-to-inventory" environment & ensuring no or minimal**

**pilferage and damage to material, coordination with supply chain team to ensure stock availability at all times.**

**Looking after all distributors way bill, C' Form, Payments, Sales etc.**

**Turnover Start from 0 lakhs to 6 CR. given during my working time.**

**Jain Udhay Fabrics Pvt Ltd: May 2010 to December 2012.( Jus & Coffler T- Shirt)  
Regional Sales Manager (Eastern Zone)**

**Work Profile:**

**Managing the entire East Zone and looking after the primary and secondary sales of 12 states.**

**Overall in-charge of the distribution network of the Brand and responsible for the appointment of new dealers and distributors, for the movement of the merchandise in the region.**

**Developing and implementing logistics/planning processes in support of business unit's initiative to transition to a make-to-demand environment away from a make-to-inventory environment & ensuring no or minimal pilferage and damage to material, coordination with supply chain team to ensure stock availability at all times.**

**Increased business opportunities through sales promotional activities, such as reference / lead generation, participation in the trade fairs and exhibitions.**

**OSWAL WOOLLEN MILLS LTD: Aug 2009 to 2010( Monte Carlo)  
Dy. Regional Sales Manager (Eastern Zone)**

**Work Profile:**

**Managing the entire East Zone and looking after the primary and secondary sales of 12 states.**

**Overall in-charge of the distribution network of the Monte Carlo Brand and responsible for the appointment of new dealers and distributors, for the movement of the merchandise in the region.**

**Developing and implementing logistics/planning processes in support of business unit's initiative to transition to a make-to-demand environment away from a make-to-inventory environment & ensuring no or minimal pilferage and damage to material, coordination with supply chain team to ensure stock availability at all times.**

**Increased business opportunities through sales promotional activities, such as reference / lead generation, participation in the trade fairs and exhibitions.**

**Jain Udhay Fabrics Pvt Ltd: May 2007 to July 2009.( Jus, Blue Mount & Coffler T- Shirt,Sweet Shirt,Jacket)  
Regional Sales Manager (Eastern Zone)**

**Work Profile:**

**Managing the entire East Indian operations and looking after the primary and secondary sale of 12 states.**

**Launching of new products and generating leads / demand through promotional activities and motivational promotion.**

**Maintain excellent Relationship with Distributors & Retailer.**

**Carried out all Companies Sales Promotion Activities successfully. Generating Valuable Management Information System for the Company through extensive retailing understanding of Markets & Competitors.**

**Turnover Start from 0 Lakhs to 8 CR. given during my working time.**

**Classic Fashions: May 2006 to May 2007 ( Classic Polo T- Shirt, Shirt, Jacket & Trousers)  
Area Sales Manager (Marketing) (W.B & N.E)**

**Work Profile:**

**Handling Dealers and Distributors with core competency on North-East India and West Bengal.**

**Launching of new products to the customers and generating demand of the products**

**Turnover Start from 30 Lakhs.to 6 CR. given during my working time.**

**Zodiac Clothing Co. Ltd: Oct 2005 to May 2006.  
Area Sales Executives(Area W.B, Orissa & N.E)**

**Work Profile:**

**Handling Institutional Sales and Promotions of Brands. Generating direct orders from the Retailers.**

**Overall in charge of distribution network of the Zodiac, Zod responsible for appointment new dealers and distributors, and for the movement of the merchandise in the region.**

**(Parx)By Raymond Apparels Ltd. Aug 2000 to Oct Oct 2005  
Sr. Sales Officer( Area East zone)**

**Work profile:**

**Increase distribution by appointing new retailers. Increase visibility & shelf space at retailer base for faster off take. Maintain excellent Relationship with Raymond Shop & Retailer. Carried out all Companies Sales Promotion Activities successfully. Generating Valuable Management Information System for the Company through extensive retailing understanding of Markets & Competitors**

**Turnover Start from 6 CR. to 22 CR. given during my working time.**

**Avdat Trading Pvt. Ltd: April 1998 to July 2000) Ruff & Tuff Jeans By Arvind Mills Ltd.**

Increase Readymade Garments (Ruff & Tuff Jeans) sale in West Bengal, Sikkim & North East through Distributor & Retailer Network.  
Overall in charge of distribution network of the Brand and responsible for appointment of new dealers and distributors, and for the movement of the merchandise in the region.  
Turnover Start from 30 lakhs to 2.5 Cr. given during my working time.

**Qualification:**

B.Com., from Burdwan University in 1992

**Personal Details:**

D.O.B: 10th April 1970

Marital Status: Married

From Kolkata.

Willing to travel all over india.

Reporting to M.D.

Notice period one month.

Current CTC- 12 lakhs+ incentive.