

RESUME

Name : JOY KUMAR BOSE
Father's Name : Late Shri Sukumar Bose
DOB : 25th May, 1974
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SYNOPSIS:

Experienced Sales & Marketing Professional with diversified exposure in varied product segments. Specializing in Sleep Solutions, Decorative Paints, Window Covering Products, Building Materials and Facility Management. Having expertise in managing Dealer-Distributor, Retail, Direct, Institutional & Project Sales on PAN India Basis. Exposure in entire East Region & PAN India Market.

PROFESSIONAL PROFILE:

- Strongly building the market for Brand EASTMAN HOUSE Mattresses in the East Region.
- Have Single-handedly structured the revival of Brand SPRINGWEL
- Strongly Instrumental for Launch & Establishment of Brand SERTA Mattresses – PAN India
- Have Ably managed Brand SPRING AIR Mattresses across East Region & thereafter PAN India.
- Successful journey in Facility Management Industry with profound results.
- Instrumental role in promoting Flyash based AAC Products in Delhi – NCR & North India
- Pivotal in expanding the base of Nerolac Paints within the assigned territory in Rajasthan and in U.P.; played a key role in establishing Nerolac Exclusive Color Scapes Zones.
- Consummate professional with proven skills in Planning, Execution, Monitoring, and Resource balancing.

AREA OF EXPERTISE / FUNCTIONAL OVERVIEW / CORE COMPETENCIES:

- Leadership & Navigation
- Sales & Marketing Management
- Channel & Distribution Management
- Project/Institutional & Direct Sale
- Team Management
- P&L Management
- New Product Launch & Business Development

CAREER CONTOUR

(I) EH Bedding India Pvt. Ltd. July, 2024 to Till Date

- Designated as **General Manager Sales - East Region** to Build & Develop NEW Market for EASTMAN HOUSE Mattresses.
- Aided with 1 RM & 1 BDM;
- Have managed to develop the market at an Avg. of 10.00 lakhs sales p.m. from ZERO (Nil Sales)

(II) SPRINGWEL Mattresses Pvt. Ltd. July, 2023 - June, 2024

- Designated as **Head of Sales for East Region** to restructure & re-launch Brand SPRINGWEL in the East Region.
- Aided with a team of 2 TBM & 1 Sales Executive.
- Developed the market from 0.00 to Rs.20.00 lakhs P.M. the end of June, 2024 within East Region.

(III) VFI Pvt. Ltd. – Brand SERTA Mattresses PAN India Nov., 2022 - June, 2023

- Designated as **GM – Sales and Headed the Brand SERTA Mattresses (PAN India)** to Build & Develop NEW Market for SERTA Mattresses.

- Aided with 1 ASM only, for complete India.
- Had managed to develop the market to an Avg. of 35.00 lakhs sales p.m. within a span of 6 months from Nil Sales
- Except for NE Region, Direct Dealer Implemented Direct Dealer Policy across India.
- In tandem with the management took a tough stance of providing Dealership to only those Channel Partners who paid for the Displays, no Miniatures or Samples were provided.

(IV) Brand SPRING AIR

June, 2016 - Oct., 2022

(A) KURLON ENTERPRISES LIMITED - Brand SPRING AIR merged into KURLON

Aug., 2020 - Nov., 2022

- Headed Pan India Sales of Brand Spring Air as DGM w.e.f. June, 2021
- Headed East & North Region Sales of Brand Spring Air as DGM Sales from Aug., 2020 to May, 2021
- Managed PAN India sales of Rs.18.00 Cr. (+), supported by a team of 19 Sales, and Admin Executives.
- Accountable for the P&L of the International Mattress Division.
- Strategized proactively with an aggressive approach.
- Organize & suggested Sales Promotional Activities & Events to enhance brand awareness.
- Successfully secured Institutional Business from various Projects specially to name World Hotel, Surat

(B) SPRING AIR BEDDING COMPANY (I) LTD.

June, 2016 - July, 2020

- Assistant General Manager – East Region, later promoted to Deputy General Manager – East & North Region.
- Managed Sales & Operations for Eastern States, North-Eastern States & North India.
- Led a Team of 13 Sales & Admin Executives and achieved a Turnover of 12.00 Cr. P.A. from designated region.

(V) A2Z INFRASERVICES LIMITED

Sep., 2012 - May, 2016

- Sr. Manager – Business Development, responsible for Sales & Marketing pertaining to Facility Management Services in North India.
- Managed Sales & Marketing / Business Development operations for assets management services.
- Developed a strong clientele comprising of MNCs, Indian Companies, and the Government sector.

(VI) FLOOR & FURNISHING (I) PVT. LTD.

April, 2010 - Aug., 2012

- Regional Sales Manager/Senior Manager – Institutional & Projects, responsible for handling North India.
- Involved in the Marketing of Interior Furnishing & Designing Products.
- Managed products such as Furnishing Fabrics, Carpets & Rugs, Wooden Flooring, Wall Papers and Window Covering Products.

(VII) Biltech Building Elements Ltd. - AVANTHA Group

July, 2007 – Mar., 2010

- Regional Sales/Senior Manager, responsible for Sales in Delhi-NCR, Punjab, Haryana, M.P., U.P., and Rajasthan.
- Managed Sales of Autoclaved Aerated Concrete Products.

(VII) ALPS INDUSTRIES LIMITED

Jan., 2004 - June, 2007

- Area Sales Manager, responsible for operations East& North-East India and Northern India.
- Managed sales of Window Covering Products, Awnings, Wooden Floorings, and Aluminium Composite Panels.

(VIII) KANSAI NEROLAC PAINTS LTD. (Formerly GOODLASS NEROLAC PAINTS LTD.)

May, 1997 – Dec., 2003

- Sales Representative, promoted to Sr. Territory Sales In-charge.
- Responsible for Sales Operations in Rajasthan & Uttar Pradesh.
- Managed sales of Decorative, Automotive, and Industrial Paints.
- Opened 9 Nerolac Color Sapes outlets in Allahabad region.

ACADEMIA

Academic Qualification:

- ❖ Bachelor of Commerce from University of Allahabad in the year 1996
- ❖ ISC (10+2) under CISCE Board, New Delhi from BHS, Allahabad in the year 1992
- ❖ ICSE (10+) under CISCE Board, New Delhi from SJC, Allahabad in the year 1990

Professional Qualification:

- ❖ Master in Business Administration – Marketing from SMU in the year 2010
 - ❖ Diploma In Sales & Marketing Management from National Institute of Sales – NIS in the year 1996-97
 - ❖ Computer Skills: IT literate and proficient in MS Word, Excel, PowerPoint and Outlook.
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Place: Kolkata

Joy Kumar Bose