

ANIRBAN PAUL

Territory Manager

Phone : +91-9804538964  
Email ID : anir.paul22@gmail.com  
Address : Kolkata, IN  
Date of Birth: 06-12-1990



<https://www.linkedin.com/in/anirban-paul-3a187271/>

As an ambitious professional with a deep-seated passion for the food and beverage industry, I am eager to contribute my business development acumen to an organization that prides itself on fostering growth and innovation. With a robust background in territory management and sales execution, I am poised to align my skills with the strategic objectives of a leading company as an Area Sales Manager. My career is marked by a consistent record of driving revenue growth and expanding market presence, and I am committed to leveraging my expertise to achieve remarkable results within a dynamic sales environment.

Professional Summary

- Proven Territory Manager with over 5 years of experience in channel and industrial sales within the LPG sector, seeking to transfer skills to the food and beverage industry as an Area Sales Manager.
- Expertise in market penetration and sales strategies, having successfully developed and managed key accounts in West Bengal and Odisha regions.
- Skilled in coordinating cross-functional teams, fostering partnerships, and driving customer satisfaction to boost sales performance.
- Adept at utilizing market research and customer insights to identify and capitalize on new business opportunities.
- Strong financial acumen with a background in Accounting & Finance, enabling effective budget management and pricing strategies.

Career Timeline

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Aug 2019 - Present  
**Territory Manager**  
Aegis Gas (LPG) Pvt. Ltd.
- 2

Apr 2015 - Jul 2019  
**Sales Executive**  
Vishnu Chemicals Ltd.
- 3

May 2014 - Nov 2014  
**Marketing & Sales Executive**  
Vivek Realty & Resort Pvt. Ltd.

Work Experience

Aug 2019 - Present

**Territory Manager**  
Aegis Gas (LPG) Pvt. Ltd.

Responsibilities:

As Territory Manager, my role involved leading sales operations, strategizing market expansion, and fostering customer relations in the region.

Workdone:

- Developed Channel and Industrial sales for LPG under the brand name 'Aegis Puregas'.

Apr 2015 - Jul 2019

**Sales Executive**  
Vishnu Chemicals Ltd.

Responsibilities:

As a Sales Executive, my responsibilities included managing sales processes, ensuring customer satisfaction, and achieving sales targets.

Workdone:

Technical Skills

Salesforce	★★★★☆
CRM Software	★★★★☆
MS Office Suite	★★★★☆

Soft Skills

Leadership  
Teamwork  
Problem-solving  
Communication

Education

Post Graduate Diploma in Management (PGDM)  
**Asian School of Business Management**  
B.Com (Accounting & Finance Honours)  
**City College under Calcutta University**  
WBCHSE (Class-12)  
**Haldia Government Sponsored Vivekananda Vidyabhaban**  
WBBSE (Class-10)  
**Haldia Government Sponsored Vivekananda Vidyabhaban**

Languages

English  
Bengali  
Hindi

Hobbies

Gourmet cooking to understand flavor profiles and consumer preferences  
Participating in community food events to network and stay informed on industry trends

Achievements

- Spearheaded a market expansion strategy for 'Aegis Puregas' that resulted in a 30% increase in territory sales over two years.
- Successfully negotiated and secured a pivotal distribution deal that expanded product reach by 25% within six months.

- Oversaw sales operations in West Bengal and Odisha, including market research, channel sales development, and coordination with warehouse and head office.

May 2014 - Nov 2014

## Marketing & Sales Executive

Vivek Realty & Resort Pvt. Ltd.

### Responsibilities:

In the role of Marketing & Sales Executive, I was responsible for driving sales growth, managing client relations, and overseeing various sales activities.

### Workdone:

- Executed marketing campaigns, managed telecalling and site visits, negotiated prices, and handled pre and post-sale documentation.

## Projects

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### Logistics & Transportation of Orient Paper Mills

- Analyzing logistics processes
- Identifying operational improvements
- Suggesting cost-effective solutions
- Enhancing transportation efficiency