



PROFILE

Rahul Debsharma is an accomplished result oriented professional with over 12 years of rich experience in Sales & Marketing.

Executive with a wide experience of B2B as well as B2C channel sales in Indian Market scenario.

Deliver effective sales promotional activities for brand building & market development.

Passionate about working with people for achieving high performance and enjoy success!

ADDRESS

Gorosthan Malir Bagan, Chinsurah,
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CONTACT

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RAHUL DEBSHARMA

Senior Relationship Manager – RenewBuy.com

EDUCATION

- m-MBA from International Business Management Institute Berlin . Germany in 2021
- Graduate (B.com) from Calcutta University in 2008
- Diploma in Information Technology Application in 2008
- 12th (Commerce) from W.B.C.H.S.E in 2005
- 10th from W.B.B.S.E in 2003
- National Institute of Securities Markets - Series VA Certification in 2018
- Insurance Institute of India (IC-01) Principles of Insurance in 2018
- Certification in 4Ps of Marketing Mix from Great Learning Academy in 2021
- Certification in Marketing Strategic Framework from Great Learning Academy in 2021
- Certification in Marketing Foundations from Great Learning Academy in 2021

WORK EXPERIENCE

IIFL - Asst. Branch Manager

May 2008 - March 2010

Achieving monthly Branch Target, Cost justification, Managing the portfolio for financial business of its Branch, handle all the branch level activities for ensuring business growth, Coaching, mentoring and training employees and providing them with timely feedback on their performance. Maintaining quality of the business by tracking controlling the team Preparing reports related to branch functioning and its performance.

AJANTA PHARMA LTD - Area Manager

September 2010 - March 2018

Spearhead company's growth in the region across Retail channel and manage the P&L

- Identify the best catchment areas per territory as per Brand fit to start sales pilot and test marketing in best suitable channel
- Work with central team to formulate sales strategy, inventory planning and marketing budget
- Own primary and secondary General Trade sales to deliver annual top-line and bottom-line objectives
- Identify and appoint new distributors and retailers in the region.

HOBBIES

Bike Riding
Playing Cricket
Painting
Singing

- Grow effective distribution in the region through the network of C&F agents, distributors and retailers and collect payments
- Plan and implement channel programs, point of purchase activations and in-store merchandise within budgeted costs
- Drive brand visibility, product placement and appropriate inventory level with distributor & retailers
- Hire, lead and mentor sales team to develop channel-conduct beats, book orders, negotiate with all categories of retailers and collect payments
- Keep abreast with market trends and competitor activities. Quickly analyse market response and communicate promotional requirements to marketing team
- Lead new product launches in the territory in co-ordination with HO products and marketing team

HDFC ERGO GIC LTD - Assistant Manager

April 2018 – April 2019

Identification & Enrollment of Sales Advisor; Activation of Channels as per standard norms of company, Proper penetration in allocated, Recruited channels for their insurance portfolio, Setting up meetings with potential Channel Partners, Achieve Budgeted Sales Targets; Enrollments, Activation, Retention; Responsible for overall profitability of channels, Maintaining proper hygiene factors in all the channels, Timely updates of market competitor activities through regular MIS

RELIANCE GIC LTD - Sales Manager

May 2019 – October 2020

To achieve the targeted GWP sub-class wise at regular intervals, meet up all the mapped contributing Advisor & convince them to increase their volume by projecting various business opportunities & benefits. Timely updates of market competitor activities through regular MIS Target VS Achievement of each agent on a daily basis & send the MIS to all the respective Advisor; Daily train & motivate Advisor to focus on Health & Motor Business

RenewBuy.com - Senior Relationship Manager

November 2020 – Continue

Identification & Recruiting of Sales Advisor; Activation of Channels as per standard norms of company, Proper penetration in allocated, recruited channels for their insurance portfolio, setting up meetings with potential Channel Partners, Achieve Budgeted Sales Targets; Enrollments, Activation, Retention, To achieve the targeted GWP sub-class wise at regular intervals, meet up all the mapped contributing Advisor & convince them to increase their volume by projecting various business opportunities & benefits. Target VS Achievement of each agent on a daily basis & send the MIS to all the respective Advisor; Daily train & motivate Advisor to focus on Health, Motor & Commercial Lines.

SKILLS

- Team Management skill
- Business perspective & Planning
- Performance management skill
- Operational Leadership skill
- Problem solving skill
- Peer level co-ordination & influencing skill
- Expert marketing skills to promote business