

PARTHA SARATHI NANDY

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Professional Profile

Job Objective:

Assignments in Marketing, Business Development and administrative with an organization of high repute, preferably in Electrical Testing & Measuring Instruments Company/OEM/ Electronics / IT / Electronics Manufacturing industry.

Executive Summary:

Having nearly 17 years of overall experience, presently holding as a Managerial post (Sales & Marketing and Business development) in an Electronics Testing & Measuring Instruments marketing Company, and my previous company was a big MNC & working as a Product Engineer- Marketing & Business development & SAP activity with **B.Tech** (Electronics & Comm. Engineering) & **PGPM** (Marketing & System) and vast knowledge about **SAP SD & PP** Configuration & Implementation.

Present Employment History :

Company : Jost's Engineering Company Limited.

March-2019 to Till date,Kolkata

Area Manager–Sales Marketing & Business development(Testing & Measuring Instrument- Megger, Fluke & Beacon, Yokogawa,Cambridge & Sensotech)

I am as the product Manager of Fluke and Beacon and handling all over India from East India.

Area of Excellence includes:

Business Planning	Business Development	Corporate Communication
Customer Relationship Management	Vendor Development	Customer Service

Business Planning:

- Assuming responsibility in marketing plan and providing updates on the planning process by way of presentations, email up-dates, one-on-one meetings, planning to drive the strategic planning process for the organization's Indian subsidiary. Responsible for ensuring annual budget development, forecast and planning.

Business Development:

- Companies Business development, expand existing business and generate new business opportunities, generalized tasks may include marketing, product development and distribution, writing contract proposals and presentations and meeting with potential new clients.

Corporate Communication :

- Responsible for managing internal communications, external communications, Business network communications, publications, and reputation management, Manage all the internal communication channels to ensure associate engagement and alignment to the organization.

Customer Relationship Management :

- Ensuring the co-ordination with customer's requirements with production planning, product development and quality department , relation build up with our Customer and Channel Sales for our business growth.

Vendor Development :

- Develop New vendor National and International as per Business and Project requirement, our main criteria is good brand, quality, service and long term business relationship.

Customer Handling : State Power Generation, distribution & transmission Company, PGCIL, NTPC, NHPC, DVC , SAIL, BHEL, HAL, RAIL, CESC, Metal &Steel, Manufacturing, Service Provider Company, Defence, FMCG, FMCD,EPC Company ,NEEPCO & Education Sector.

Previous Employment History :

Company : Uniseven Engineering and Infrastructure Pvt.Ltd. Feb.-2017 to Feb 2019,Kolkata

Dy. Manager–Marketing & Business development(Testing&Measuring Instrument-Fluke,Kyoritsu,Testo,Taurus

Company : NYK Techno Solutions Aug.-2016 to Feb-2017

Manager – Marketing & Business development Kolkata

Company : ELMAX Projects & Services Pvt. Ltd. (FLUKE) Sept.-2015 to July.-2016

Assistant Manager – Marketing & Business Development Kolkata

Company : JPM Exports Pvt. Ltd. April-2014 to Sept-2015

Asst. Manager Operation - Marketing & Business Development Kolkata

Company : EPCOS India Pvt. Ltd (TDK- Electronics Manufacturing Company) July-2008 to April.-2014

Product Engineer – Marketing & Business Development Kolkata

Pricing :

- Gather relevant data continuously from Product Development, Purchasing and Finance department to aid pricing decisions and analyze profitability from each customer group and each product category, and Develop Pricing Strategy and direct Pricing initiatives and cross functional/cross business projects to deliver short term and long term value to the organization.

Preparing Quotation and Pricing Negotiation:

- Preparing quotation involving various departments, taking part in price negotiation with customers for new projects and also for existing products.

Customer Relationship:

- Ensuring the co-ordination with customer's requirements with production planning, product development and quality department to implement and monitor all marketing initiatives

Overall Activities:

- Determining marketing objectives and preparing annual budgets as per company's budgets.
- Planning marketing activities in conjunction with company's growth plan and working out strategic to execute the plan.
- Developing marketing reports to be presented at the meeting of top management.
- Competitor data analysis, Market Analysis and Customer Value
- Technical Presentation, Discussions, Meeting with our Customer.
- Lead the marketing programs for branding and lead generation.
- Developing systems and procedures to ensure that the leads generated are optimally utilized.
- Managing the team of marketing/sales executives.
- Compliance with Corporate Guidelines and Marketing performance & profitability.
- Handle Distribution network, relation build up with our Distributors & Customer and Channel Sales.
- Business Planning, forecasting, Budgeting, meet or Exceed Sales Budget , Order Execution & Order Final.
- Create very good relation between our own R&D team and our Customer.

SAP Master Data Creation & Maintenance Activity :

- Material Master Creation & Maintenance: Generate SAP 18 digit code rules as per our Company's guide line for Finished Goods, Sami-finished Goods, Raw Materials & Packing Materials.

Production Planning (SAP PP) Overall Activities :

- PIR entry, MRP run or Plan order creation ,Plan order confirmation, Convert plan order to production order, Production order changed/released, Enter time ticket for production order,
- Production scheduling process together with production teams.

SAP SD Skills Knowledge & Exposure:

- Designated as Core Team Member to SAP implementation Project.
- Designed, configured and administered SAP- SD functional modules.
- Defined of Organization Structure Configuration i.e. Definitions and assignment.
- Creation and defined of Customer Master Data and Material Master Data.
- Configured of Material determination, material listing & exclusion, customer-material info record.
- Defined various types of Sales Order processing viz. Direct sales, Cash sales , Rush order.
- Consignment Business process with all related customization.
- Knowledge of sales document types, Pricing Procedure and free goods, Incompletion procedures.
- Defined Determination procedures viz. Route determination, Partner and Output determination and Credit mgmt.

Other Activities:

- Vast knowledge about SAP SD Configuration in ver. of SAP R/3 4.7E and SAP Master data creation
- Knowledge about SAP SD & PP Core user implementing project member and Master data creation in current Company.

Accomplishment:

- Received award as the best performer of the year at annual business meet 2022-23 of Jost's Engg. on July-2022.
- Experience in various customer visits in INDIA, CHINA & HONG KONG.
- Visited EPCOS/TDK- CHINA for various engagements.
- Maintain good Business relation with International Customer.

Previous Employment History:

M.B. Control & System Pvt. Ltd., Kolkata as Marketing Engineer

Mar'08- Aug'08

Energy INDIA , Kolkata as a Graduate Trainee Engineer

Jun'07 – Mar'08

Learning Credentials

Institute of Management and Technology (IMT) CDL, Ghaziabad

PGPM, Marketing and System 2008-2011.

West Bengal University of Technology, (TECHNO INDIA GROUP), Kolkata, India

B.Tech, Electronics and Communication Engineering, 2003-2007

GPA: 7.78/10 (77.8%).

Jadavpur University, Kolkata, India

Certificate course in VLSI and Microelectronics, 2006

IIM-Calcutta India

Certificate course in Network Management (LINUX Environment), 2006

Technology: Well vast knowledge in MS Office applications and Certificate course in **SAP SD**.

Personal Brief

- Gender : Male
- Date of Birth : 16th March, 1981
- Marital Status : Married
- Passport No. : P6100777
- Exp. Date : 31.11.2026