



# ANUPAM ROY

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## CAREER OBJECTIVE

- Seeking In pursuit of challenging and enriching assignments in within organization of high repute, preferably in Power / Electrical/ Capital Manufacturing Industry
- A result oriented professional offering Sixteen years of career in Instrumental in heading the complete operations with key focus on bottom line profitability by monitoring the sales targets for product & services, ensuring optimal utilization of available resources & overseeing the sales operations
- Abilities in providing commercial input in process of tendering by interpreting the technical requirements of end-users Skilled in handling project sales coordination process with accountability for profitability and achieving target and growth Vast experience in

## EXPERIENCE

October 2024 - Current

**Assistant General Manager-Sales & Marketing**  
**STELMEC Limited** | Ahmedabad, India

- Identified customer needs and delivered relevant product solutions and promotions.
- Coordinated activities with suppliers, contractors or other departments.
- Carried out root-cause analysis exercises after major incidents occurred in order to identify underlying causes and suggest preventive measures so that similar incidents can be avoided in future.
- Utilized automated systems to facilitate high volume, low latency order execution.
- Identified risks associated with certain implementations prior to execution in order to minimize potential negative impacts on operations.
- Collaborated closely with other departments such as marketing, finance and operations in order to ensure successful execution of projects.
- Negotiated change orders resulting from unforeseen conditions encountered during the course of a project's execution.
- Monitored execution of job orders with customers and production team to determine schedules and pricing.
- Participated in meetings and workshops related to project planning and execution phases in order to provide input regarding possible risks associated with them.

December 2023 - October 2024

**Regional Sales Manager SCHALTBAU India** | New Delhi, India

- Promoting More than 90 Years Old Proven renowned German Brand of DC Contactor (Starting from Low Voltage to High Voltage), Connectors, SAS in E Mobility, Industry, New Energy & Railways through Govt. & Private Establishments
- Dealing with various applications right from renewable energy, Battery Energy Storage System, Solar Applications, Electric Vehicle Supply Equipment, New Industry driven by DC Battery power source for the valued customers
- Catering Power & Infra customers with main thrust in better understanding of application and propose DC switchgear specially DC contactors for E-Mobility, Electric Vehicle DC fast chargers, Renewable Energy, new Industrial segment etc
- Met with sales and design departments to determine project road maps and create unique products to drive profitability and champion brand.
- Analyzed regional market trends to discover new opportunities for growth.

October 2015 - December 2023

**Key Accounts Manager**  
**Exide Industries Ltd** | New Delhi, India

- Promoting DC Storage battery in DC system in all major Govt. & Private Power Utility Segment catering Generation, Transmission & Distribution
- Dealing with PSUs, SEBs, Project Consultants, EPC contractors, End

communicating with clients, vendors, contractors, electricity boards, etc. to improve and develop business relationships

- Proficiency in selecting the right tendering module and preparing/ reviewing the commercial tender documents containing the price schedule, general terms & conditions Efficient organizer, motivator, team player and a decisive leader with the ability to motivate teams to excel and win Adaptable assistant general manager with solid knowledge of recruiting and evaluation techniques, customer service principles and financial management concepts.

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## CORE COMPETENCIES

- Sales Revenue Generation
- Business Development
- Negotiation & Analytical Skills
- Press Release & Press Kit
- Financial leadership expertise
- Cross Functional Communications
- Brand Building
- Project Management
- Business operations background
- Operations oversight
- Customer relationship management (CRM)
- Strategic planning and analysis

Customers and dealers in Power Segment; conducting field training / seminars for the valued customers

- Generating sales documents & other commercial documents as per contractual obligation, advanced level experience in SALESFORCE CRM
- Smooth handling of DC Battery sales in Power sector Business for more than 08 years, Involved in negotiations in securing the major tenders complying to PQR requirements

October 2009 - September 2015

### Asst Manager-Sales & Marketing

Vijai Electricals Ltd | Hyderabad-New Delhi-Haridwar, India

- Following up with Supply Chain Management Team & Ensuring timely dispatch as per instruction and standards
- Control over SD module system monitoring through expertise in Enterprise Resource Planning (Ln 6.1 Fp2)
- Preparation of Inland Letter of Credit, Bank Guarantee, Bill of Exchange, submission of LC documents & ensuring payment realization from Banker
- Take pride by excellent handling customer compliance, after sales services, inventory management, receivable control and collection of payments
- Prepare order monitoring sheet, share technical clarifications, advise scope of improvement & incorporate positive suggestions to enhance customer delight
- Comprehensive achievement in cost reduction in Order Wise Working Capital Cycle to improve financial position
- Handling sales team for 06 years and achieved high recognition for contribution, Executed projects all over India achieving substantial rise sales volume; successfully negotiated and closed new sales, prepared proposals and quotations, negotiated and won new contracts

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## ACADEMIC CREDENTIALS

June 2009

**MBA** | Marketing

BRM Institute of Management & IT, Bhubaneswar

DGPA: 7.01

June 2006

**B. Tech** | Electrical Engineering

Asansol Engineering College, Asansol, West Bengal

DGPA: 7.99

May 2001

**12th Standard-Science**

Burnpur Boys' High School, Burnpur

Percentage: 70%

June 1999

**10th Standard**

Subhaspally Vidyaniketan, Burnpur

Percentage: 76%

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## PERSONAL INFORMATION

- Date of Birth: 11/13/82
  - Marital Status: Married
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## **LANGUAGES**

- English
- Hindi
- Bengali

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## **EXTRACURRICULAR ACTIVITIES**

Recognized Innovative Business Model Implementation among 12 Competing teams in exploring management skills in 2008 Merit of attending Team Building Sessions and Leading Industrial Visits at college level 2007 Awarded in Innovative Stall Presentation in College Campus Holds the credit of organizing Corporate Social Responsibility Program for charity at the Blind School

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## **TRAINING**

- UltraTech Concrete, Goregaon Plant of Aditya Birla Group, Mumbai
- SAIL IISCO Burnpur Iron & Steel Plant, West Bengal
- Damodar Valley Corporation, West Bengal

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## **KEY DELIVERABLES**

- Achieving all revenue targets and objectives in-line with the Business Plan
- Working closely with the operation team to produce sales collateral required for the target market
- Reporting business trends and area performance to the Management
- Visiting potential customers for new business and providing them with the quotations; negotiated terms of agreement and closed sales
- Gathering market and customer information and providing feedback on buying trends, identifying new markets and business opportunities, tracking sales and sent reports to the Sales Office
- Collating market and customer information to support Managers during negotiations on price variations & delivery and finalization of customer specifications
- Managing the sales process for new prospects, from initial contact through to closure

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## **ACTIVITIES AND HONORS**

- Awarded for Brand Building and concept selling in college competition
- Honoured for Leadership Skills & Team building activities as Management Trainee
- Recognized for efficient demonstration towards organizing skills