

PHOTO

SAPTARSHI BOSE



Phone: +91- 9831761909



E-Mail: bosesaptarshi8@gmail.com



Address: 76/2 Kalicharan Ghosh road, Kolkata- 700050

*Scaling new heights of success and leaving marks of excellence targeting senior-level assignments in the field of **Sales & Business Development with a leading organization in Paint/Consumer Durables Industry**
Location Preference: Kolkata*

PROFILE SUMMARY

- **MBA qualified professional offering nearly 07 years of extensive experience in Foreign Exchange, Operations Management, Customer Service & Management and so on**
- Expertise in **Sales, Business Strategy Development, Merchandising Strategy & Execution, Channel Management, Cost Management and People Leadership**
- Track record of examining and preparing overseas budget reports
- **Developed and rolled-out winning go-to-market strategies** for new product launches, product line extensions and product management/marketing initiatives
- **Excels at managing Portfolio Clients' service inquiries and building strong relationships, as well as keeping CRM up to date on a regular basis**
- **P&L Driver & Revenue Accelerator:** developed the strategy and roadmap for organisation's business operations
- Skilled in maintaining **cordial relations with customers from bottom to top-level and ensuring quality and service norms** for attaining customer satisfaction & business retention

KEY SKILLS

~ Sales/Business Development
~ Cost Optimization
~ Supplier/Vendor Management

~ Revenue Enhancement
~ P&L Management
~ Strategic Planning & Vision

~ Profit Centre Operations
~ Customer Satisfaction
~ Portfolio Management

WORK EXPERIENCE

Since Mar'21 with Yes Bank Ltd., Kolkata as an Assistant Manager-Personal Banker (Retail Banking)

Key Result Areas:

- Monitoring day-to-day operational operations such as NEFT, RTGS, Fund Transfer, Cheque Process, and Demand Draft Payment
- Verified original documents before processing any service request
- Managing Portfolio Clients' service inquiries and building solid relationships, as well as keeping CRM up to date on a regular basis
- Cross-selling goods such as RDs, FDs, Credit Cards, Mutual Funds, and Mutual Funds to Current and Savings account holders, as well as new NTF to Yes Accounts
- Activating portfolio customers via net banking and gaining experience with digital payments
- Paying for university expenses, medical care, and the upkeep of close family who live overseas via foreign outward remittances
- Arranging meetings with potential customers through cold calling for new business opportunities
- Managing all transaction processes and delivery of services; providing services to existing customers and managing all aspects of customer relationships
- Dealing with day-to-day activities in co-ordination with internal / external departments for smooth operations as per Know Your Customer (KYC) Norms
- Assisting with project work, developing and preparing marketing presentations, analyzing client equity and fixed income portfolios, researching current trends, providing general client service and team support

Feb'20-Dec'20 with LuLu Forex Pvt Ltd. as Branch In-charge (Foreign Exchange)

Key Result Areas:

- Managed and oversaw department workers and day-to-day operations as well as prepared financial statements and evaluated the branch
- Ensured adherence to RBI laws and regulations, including verifying original KYC before processing any transactions and retaining all necessary audit records before the transaction
- Assisted with client service and satisfaction by maintaining and directing end-to-end banking procedures and processes
- Worked with the area's marketing division to promote business; coordinated, reviewed, and created international budget reports

- Visited all of the banks and corporations in the region, as well as the student council, in order to generate new business.
- Processed student remittances for international education, including payment of university tuition and AD1 transactions.
- Prepared and delivered daily and weekly business reports to upper management
- Ensured that all phone and mail inquiries are handled in a professional way

Mar'17-Oct'19 with Cox & Kings Financial Service Ltd., Kolkata as Senior Executive (Foreign Exchange)

Dec'13-Dec'16 with Thomas Cook India Limited, Durgapur/Jamshedpur as Customer Relationship Executive (Foreign Exchange)

Key Result Areas:

- Monitored day-to-day Forex sales and operations, as well as retail and wholesale business obtained from banks, travel agencies, and RMCs, in accordance with legislation and RBI guidelines
- Managed bulk sales and purchases from multiple banks at various locations; collaborated with a variety of partners including banks, travel agents, and corporations
- Increased daily sales and encashment of a variety of products, including currency exchange, travellers' checks, multi-currency cards (AXIS/ICICI) and student remittance
- Controlled and oversaw two Cox & Kings franchisees, allowing 100% tax (in-house customers) to convert for their own forex
- Followed up with all the banks in Kolkata and beyond the city for bank outsource business
- Prepared and sent business reports to the higher management on daily and weekly basis.
- Adhered to the RBI's laws and regulations. Before the transaction, verified the original KYC and kept all necessary documents connected to the audit
- Sustained all documentation and timely completion- bill punching, checking stock, payment receipt, clearing of I-Exchange software according to rules

INTERNSHIP

Apr'13-Jun'13 with Pepsico India

- Augmented daily PepsiCo product sales and enhanced the distribution channel of newly introduced 'Kurume' flavours of the Frito-Lay division by visiting retail sites and discussing creative promotional ideas with the salesperson
- Visited retail outlets in South Kolkata and gathered daily comments on current stock
- Directed a comparative study to evaluate the industry and inquired about logistical support
- Created a concept regarding the company's product portfolio and product discounting strategies
- Gained knowledge of the distribution network and the grievance management procedure by referring to pertinent sales ideas

Jul'11-Jan'12 with Procter and Gamble (B.G Distributor) as Direct Sales Executive

Projects Managed:

- City Scan
- Market Research
- Branding
- Entrepreneurship Project

EDUCATION

- **BBA Hons. from** Burdwan University in 2009
- **MBA (Specialization) from** Vidyasagar University in 2014

PERSONAL DETAILS

Date of Birth: 19th September 1986

Languages Known: English & Hindi