



## BISHWAJIT DAS

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### Educational Details:

**PGDM (Marketing & Finance), IIPM** Mumbai, 2003 – 2005, 67%

**(Mechanical Engg.), G.I.E.T** under Berhampur Univ. Orissa, 1998 – 2002, 66%

### Hobbies & Interest:

Travelling  
Driving  
Music  
Social Networking (FB, LinkedIn, Twitter, Instagram)  
Spending Time with Family  
Cooking

### Professional Achievements

- Undergone SIX Sigma Green Belt Process Training.
- Completed **ISO 9001 & ISO 27001 training for ERM & Quality Mgmt Process** at Bharti AXA GIC Ltd.
- Volunteered, **ALL INDIA Insurance Meet** at Jodhpur for Reliance GIC Ltd.
- Awarded as Winner Business Process & Excellence, 2007, at Reliance GIC Ltd.
- Awarded the Best Idea for developing Cost Management within the organization as “POWER OF IDEAS Winner” for consecutively 3 times at Bharti AXA GIC Ltd.
- Awarded by Honorable **Chief Minister of TRIPURA, Mr. Biplab Deb** for highest penetration in MSY Shopkeepers Insurance Coverage.

## Sales; Marketing & Business Development

Strategic Planning | Financial Data Analysis | Process Improvement

Specialized in Creating **Client Solutions, Developing Corporate Strategies & Building High-Performance Teams** with more than **17 Years** of experience in **Corporate & Retail market for Sales & Business Development.**

### Skills Attained During Professional Career

Retail , Alternate & Corporate Sales Agency Management	Handling Multiple Branches & Team Conducting SWOT Analysis for better Product Placement Controlling LR	B 2 B Sales Marketing with Event Management Relationship Building through & within Alternate Channels Administration Control of Sales & Strategy Attain & Delegate Knowledge through various workshops
DST Management		
Client Servicing	Multiple MIS handling & Analyzing Handling Large Corporate	
OEM / Dealership Handling		

### Core Skills

Decision Making Skills Communication (Verbal & Non Verbal) Process Management	Analytical Skills Operational Management Supervision – Team Leader Being Competent & Flexible	Managing Profitability Performance Analysis New Methods & Process Time Management
Being Persistent & Effective		

### Technical & Professional Skill Set Attained & Achievements

**Management Development Programme, IIM Bangalore “Business Edge” in September 2010** Decision Process | Recognition of Needs – SPIN Strategy Evaluation of Options – Assessment of Alternatives; Vulnerability Analysis | Customer Resolution of Concerns – Closing & effects on Sales | Negotiating – Customer Value Equation; Overlapping Circles of Sales Negotiation | Implementation Stage – Learning Stage; Motivational Stage | Services Marketing

**My SAP (SAP ACADEMY) – From SISL, Enterprise Version – R3, 4.7, SD, February 2006**

TSCM 60 / TSCM 62 / TSCM 64

**Fire & Marine (Principles; Risk Management Process; IAR) – From IIL, Mumbai, BKC; June 2016.**

**Liability Insurance (Financial Liability; D & O; POSI; PI; Cyber Liability) – From IIL, Mumbai, BKC; August 2016.**

**Training on “Execution Excellence” – Guwahati June 2016.**

**Attained Broker License in 2017 (Passed Broker Exam – Conducted by IIL).**

### Professional Summary

**Reliance General Insurance Company Ltd, Agartala / Silchar / East & West Medinipur / Malda / Berhampur / Murshidabad / Krishnanagar / Nadia / Jalpaiguri / Uttar & Dakhin Dinajpur / Malda / Jalpaiguri / Sikkim / Alipurduar / Coochbehar / Kalingpong) For AGENCY / OEM & SME Line of Business; Current Position: CLUSTER HEAD (MSM)**

- Analyzing Business Requirements & Performing Risk analysis, Cost benefit analysis & Quality assurance
- Developing New Agents for SME line of business. Training & Motivating accordingly.
- Developing Brokers Channels in potential areas like Durgapur / Raniganj / Haldia / Shillong / Tezpur / Dibrugarh and all other PINCODES of WB & NE Except Kolkata & Guwahati.
- Target to generate more than 150 RFQ's Per Month for conversion @ 20% (Ticket Size More than 50K)
- Identifying Potential service providers & recruiting them under Agency Management System.
- Complete Control over the Deal Management System & Agent Management System.
- Developed & Maintained New & existing OEM channel partners
- Had developed New Channels in OEM & Agency, taking branch overall COR to 83%.
- Sourced More than 20000 Shopkeepers Policies with a ticket size of INR 1000 each & maintaining the operational support with TRIPURA Govt.

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**Royal Sundaram General Insurance Co Ltd, Kolkata; Area Sales Manager; Feb'20 to till Sep'20 (7 Months)**

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- Responsible for SME & Corporate (Commercial Line) Business for Kolkata & Surroundings
- Comprehending, interpreting and analyzing sales figures through Direct Business.
- Recruitment of Brokers & Convincing them to place business with the company.
- To Provide Support to scale the OTC / SME line of business in respective locations.
- Generate New business avenues / Provide support & client servicing.
- Locate business areas & clients with respect to our underwriting guidelines.

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**Zoom Insurance Brokers Ltd, Kolkata; Area Head; Nov'18 to Dec'19 (1 Year 1 Month)**

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- Responsible for SME & Corporate (Commercial Line) Business for East.
- Comprehending, interpreting and analyzing sales figures.
- To Provide Support to scale the OTC / SME line of business in respective locations.
- Generate New business avenues of Business & Develop such Markets like, Burdhan Dist, North East, Kolkata, Jharkhand, Odisha.
- Provide support & client servicing.

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**Mahindra Insurance Brokers Ltd, Kolkata; Area Manager (WB, JH & NE); Mar'16 to Nov'18 (2 Yrs 8 Months)**

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- Responsible for SME (Commercial Line) Business for West Bengal & Sikkim; Jharkhand; Assam & NE States.
- Provide support to respective location for all Non-Motor Business lines in client servicing / underwriting & placement of business including claims support.
- Comprehending, interpreting and analyzing sales figures.
- Responsible for Implementing business process & controls as laid down by the company. Ensuring Prompt customer servicing (both internal & external customers).
- Provide support in developing Non-Motor Business from Channel Partner.
- Utilize business development/sales skills at a progressive organization where these skills can make a significant impact on the bottom line, i.e. the revenue.
- To Provide Support to scale the OTC / SME line of business in respective locations.
- Worked on more than one sales project at a same time.

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**Bharti AXA General Insurance Company Ltd, Kolkata; Area Sales Manager (C2 - Agency); Apr'15 to March'16 (12 Months)****Bharti AXA General Insurance Company Ltd, Kolkata; Area Sales Manager (C1 - Agency); Jan'12 to March'15 (3 Years 3 Months)**

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**Bharti AXA General Insurance Company Ltd, Kolkata; Area Sales Manager (DST – Kolkata I & II, Ranchi, Guwahati & Bhubaneswar); Dec'08 to Dec'11 (3 Years) - Total 7 Years & 3 Months**

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- Reaching the targets and goals set as per KPI.
- Recruitment of service providers in tune with current requirements after assessing the skill sets & business potentials.
- Formulate strategies and action plans to maximize sales of responsible Sales Advisor team.
- Proactive SWOT analysis for identifying core competencies.
- Processing of New Business, Renewal, Cancellation, Reinstatement, Billing for various lines of business (Fire, Auto, and Commercial).
- Compiling and analyzing sales figures in terms business hygiene, LR & Product MIX.
- Lead the top-to-top meeting with key Customers to ensure strong relationship and remove business obstacles, aligning with long term company direction. Managing customer retention through existing renewal base @ 70% conversion ratio.
- Responsible for business profitability of the channel in Kolkata by maintain the LR below 40% by proper product MIX.
- Analyze the business process, gather the requirements & finally document those requirements in line with the strategic initiative of the company
- Develop and manage an efficient distribution network to improve sales performance & manage the sales team for sales growth and revenue enhancement. **Ensuring ISO 9001 & 27001**
- Conduct business plan review meetings with sales team, develop creative promotional strategies to attract more customers, appreciate the contributions and accomplishments of sales employees through proper rewarding mechanism.

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**Reliance General Insurance Company Ltd; Branch Manager (Kolkata & Guwahati); Feb'07 to Dec'08 (1 Year & 10 Months)**

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- Analyzing Business Requirements & Performing Risk analysis, Cost benefit analysis & Quality assurance
- Assess local market conditions and identify current and prospective sales opportunities
- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales.
- Bring out the best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs. Adhere to high ethical standards and comply with all regulations/applicable laws.
- Stay abreast of competing markets and provide reports on market movement and penetration

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**Bajaj Allianz Life Insurance Company Ltd; Mumbai; Financial Planning Consultant (Banccasurance – INDUSIND Bank Ltd); Dec '04 to Feb'07 (2 Years & 2 Months)**

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- Develop sales & marketing strategies for HNI, HNW clients of the Bank.
- Completing implementing tasks in budgets, forecasts, and reports within Adaptive Planning.
- Interacting with our product development team to troubleshoot client problems and resolve client questions
- Recognized as the best sales person for Quality checks necessary underwriting documentation for policy generation.
- Ensuring that highest service standards for clients & building healthy business relations for cross selling of different products
- Monitoring market & competitor trend - market identification, penetration
- PAN India Network Top Achiever

**BISHWAJIT DAS****DATED:**