



SHIRSENDU MANDAL

SENIOR SALES & MARKETING LEADER

Results-oriented sales leader with 24+ years in the automobile sector. Proven expertise in developing innovative sales strategies and achieving record-breaking growth in competitive markets for volume and market share. Skilled in leading cross functional teams to achieve broader goals. Adept at aligning stakeholder priorities with business objectives to ensure project success Seeking a senior leadership role to drive strategic growth and operational excellence.

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WORK EXPERIENCE

Entrepreneurial Venture

Escorts Kubota Ltd

09/2020 - 10/2024

Kolkata, India

Achievements

- Initiated and led an entrepreneurial venture in automobile sector, successfully launched 2 new products in the assigned territory and driven significant growth in market share of products in these segments.

Zonal Manager (East India)

Piaggio Vehicles Pvt Ltd

04/2018 - 03/2020

Kolkata, India

Achievements

- Surpassed annual business targets by 103%, leading to a 5% market share growth through strategic sales initiatives and dealer engagement programs.
- Orchestrated new product launches, increasing total sales to 5337 units in September 2018, the highest monthly sales in the zone's history.
- Achieved all time high retails of individual states BH-2378 Jan 2019, JH-1625 Nov 2018, WB 444- March 2019
- Received special accolades for achieving season target of 26000 sales volume.

Head of SCV Cargo Pick-Ups & Neev (East India)

Tata Motors Ltd

04/2017 - 03/2018

Kolkata, India

Accomplishments

- Managed operations generating ₹150 crore in monthly revenue, driving a 43% increase in SCV Cargo sales and a 120% growth in Pick-Ups segment within a year
- Spearheaded the launch of the ACE MEGA model, achieving an average sales volume of 400 units/month within six months of rollout.
- Led high-performing teams to achieve record-breaking monthly sales volumes across multiple product lines, exceeding historical benchmark.

Regional Sales Manager – SCV Cargo (East India)

Tata Motors Ltd

04/2015 - 03/2017

Kolkata

Accomplishments

- Increased SCV Cargo sales volume by 43% by leveraging regional employment initiatives, including the RKVY Gatidhara scheme etc resulting in an additional 1,800 units sold.

Area Manager & Territory Manager

Tata Motors Ltd(2005-10), Force Motors, Mahindra & Mahindra Ltd, Hindustan Motors Ltd

01/2000 - 03/2015

East & North Zone

Accomplishments

- Consistently delivered significant volume and market share growth in every role, while identifying and capitalizing on new sales opportunities and driving network expansion

SKILLS

Business Development & Growth

Market Share Growth Strategy

Dealer Performance Management

Strategic Planning & Execution

Enquiry Management System

Channel and Network Expansion

New Product Launch and Establishment

Team Leadership & Mentorship

BTL Marketing & Tactical scheme development

EDUCATION

MBA

Sikkim Manipal University

04/2005 - 04/2007

Diploma In Automobile Engineering

West Bengal State Institute of Technical Education

04/1996 - 04/1999