

# Partha Pratim Saha

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Established record of achievement in conceiving & implementing ideas that fuel market presence and drive revenue; targeting assignments in **Marketing ,Business Development / Product Management** through sales ,Application team and Dealer Networks ,with an organization of repute  
**Location Preference:** PAN-India

## CORE COMPETENCIES

*Business Development*

*Key Account Management*

*Client Retention & Acquisition*

*Sales & Marketing*

*Market Research*

*Branding & Promotions*

*Revenue Generation*

*Product Management*

*Team Management*

## ACADEMIC CREDENTIALS

- **MBA in Marketing** from N.L. Dalmia Institute of Management Studies and Research, Mumbai University, with 60.5% up to 5<sup>th</sup> semester in 2008
- **B.E in Metallurgical Engineering & Material Science** from NIT-Jamshedpur, Jharkhand. Formerly known as RIT-Jamshedpur, 1998-2002 with 1<sup>st</sup> Class

## IT SKILLS

MS Office & Internet Applications

## PERSONAL DETAILS

**Date of Birth:** 7<sup>th</sup> November 1977

**Languages Known:** Bengali, English, Hindi, Marathi and Oriya.

**Address:** Flat No .405-D Wing, Palladium Exotica,Dhanori,Pune:411015

## PROFILE SUMMARY

- Offering **nearly 17 years** of rich experience in **Key Account Management & Business Development, Marketing of Product/concept , Product Management for following sectors:**
  - **Steel Plant (Small/Medium and Integrated)**
  - **Foundries (SG/CI/Steel/Aluminium)**
  - **Aluminium Industries( Primary & Secondary)**
- **New Product Development, Cost competency, Develop New source for suitable RM**
- Have depth experience of Marketing and Sales to **Steel Industries, Aluminium Industries and All type of Foundries.**
- Employed with **Foseco India Ltd-Pune** as a **Business Development Manager-NFF** since January 2019.FOSECO is group company of Visuvius PLC
- Core knowledge of FOSECO's Product and application at customer place to prove cost realization of products through Yield improvement, user-friendly products and the Proficient in price negotiation, payment terms, supply chain management and finalization of Long Term ,Short terms Contracts
- Exposure in marketing of Ferrous , Non-Ferrous Alloys, Core Wire, Casting Powders and Capital Equipments.
- Domain expertise in Aluminum Alloy/Melt Preparation and Secondary Steel Treatment/Ladle Metallurgy/CCM/Casting of Liquid steel, Spheroidizing alloys treatment
- Developing new products for the diversifying market
- Skilled in managing business development, identifying & developing new markets, lead generation, client retention and achieving targets
- Power Point Presentation for MIS, monthly review and annual budget projection
- An effective leader with excellent communication, negotiation and relationship building skills

## NOTABLE ACCOMPLISHMENTS AT MINEX

- **Reward and Recognition:**
  - Best Innovative Product Sales in Central India 2010-11
  - Promoted as Manager Marketing(M1) 2011-12
  - Best Salesman of the year 2013-14
  - Special performance award 2016-17
- Guide customers for preparation of Liquid Aluminium Melt for GDC/LPDC/ Wire Rod/ Conductors/ Extrusion Profile and Grain Structure/ Composition for Conductor Wire Manufacturers
- Supervised the cleanliness of metal at liquid stage and used AISCAN, PoDFA and Prefill and Metallographic Analysis of Grain Structure of final Product at customer place
- Introduced new alloying elements/ High Grade Alloys(AlB8 & 10;AlCr20)/Briquette/Powder Metallurgy/flux
- Yield analyses of alloying elements
- Capital Equipment Order Booked:- Rod Feeder for Aluminium Industries(Five numbers) and Core Wire Feeding system for Steel Plant
- Casting powder for CCM/Coating Alloy for JSW
- Used Ferro Silicon Magnesium, Inoculants and Magnesium Core Wire in S.G. Iron Treatment Process for proper nodularisation and for better mechanical property

## ORGANISATIONAL EXPERIENCE

January '2019 – till date: Foseco India Ltd,Pune

**Business Development Manager-NFF**

### Key Responsibility:

- Develop Foseco make's products to Aluminium Smelter and Secondary Aluminium Industry
- Application of various Granular and Powder Fluxes and Flux Injection system, coating, crucible etc
- Understand customer's application, coordination of witness trial.
- Make proper suggestion to customer for actual application and cost saving method
- Design Product and Packing as per customers' suitability
- Coordinate with dealer and provide technical support to their customers, increase product range to end customer based on value addition basis
- Understand Commercial competence of the customers by analyzing due diligence

### Major Projects & Breakthrough: On basis of value sales

Hindalco Industries Ltd-(Hirakud & Mouda)

Bharat Aluminium Co.Ltd-Korba

Secondary Aluminium Alloy makers

Conductor Industries

### Present & Past Projects for Steel Plants

- Installed and commission Core Wire Feeder to VISL-Vadrabati(SAIL's plant) ,Remi Metal ,JSW-Bellary.
- Supervise on commissioning of Rod Feeder to Hindalco Mahan and Mouda
- Presently doing Project of Tundish Bord and NFC to Major Steel Plant in Aurangabad and Raipur Region.
- In addition to that also doing similar Project to JSL and TATA Steel Jajpur

### Present Live Projects on Foundry Industries

- Implementation and marketing of Insulating/Exothermic/Neck Down and High Density Sleeves
- Graphite/Zircon Coating water/thinner base

July'09 – December 2018: Minex Metallurgical Company Limited, Nagpur

**Manager Sales**

### Key Result Areas:

- Heading sales & marketing operations, increasing sales growth and driving sales initiatives to achieve business goals
- Identifying prospective clients, generating business from the existing clientele, thereby achieving the business targets
- Conceptualizing strategic product marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement and business planning
- Building new streams for revenue growth and maintaining relationships with customers to achieve repeat business
- Heading product promotion, NPD, inventory management, logistics and maintaining service related problems

### Professional Highlights:

- Successfully developed Central India Marketing Segment for Ferrous and Non- Ferrous Alloy
- Acquired some major customers such as:
  - BALCO-Korba, HINDALCO-Mouda, Hirakud, Alupuram, Renukoot, Lapanga & Belure, Vedanta-Jharsugda, NALCO-Angul and Indian Ordnance Factory-Ambajhary, Medak, Ambarnath & Kanpur ,Sterlite -Jharsugda & Silvassa.Federal Mogul Goetze(India)Ltd-Patiala
  - Sunflag Steel Ltd-Bhandara ,Uttam Value Steel Ltd-Wardha, SAIL-Bhilai,Mittal Corp Ltd. – Pitampur and JSW-Kalmeshwar
- Planned consumer offers and implemented strategies for launching the new products such as Nickel Calcium Alloy for MIDHANI;
- Government Tenders /Participation to New Tender :SWAT analysis of the competitors and understand the pricing policy/pricing trends, accumulate market inelegancy based on that participate new tender and achieved L1 price many time.
- Implemented grain refinement of Aluminium Alloys by using Aluminium Titanium Boron Wire rod (5/1) which was imported initially by BALCO Korba, NALCO –Angul, Vedanta-Jharsugda. and continuous supply, in terms of at per quality of the product compare to the imported one.
- Also implement Aluminium Boron 10% in APAR industries also replace the supply UK origin's product
- Cater all leading Aluminium Industries in India for Product/Service and solution and maintain healthy relationship.
- Designed new products and commercialized it like Copper 80 and Chromium 80 Tablet and Nickel Calcium Alloys
- Analysed customer demand, sales forecasts and historical material usage to develop and execute build-to-order and build-to-forecast plans thus improving production and delivery
- Improve profit margin y-o-y basis and increase sales **volume approximately 1900MT/year**
- **Annual sales achieved INR 35 Crore**

## **Benchmarks of Spherodising Alloy Business – till November 2016:**

- Reduce addition rate of Ferro Silicon Magnesium Alloy to Jayaswal Neco Nagpur/ Butiburi Unit. Designed product such a way for Jayaswal Neco Nagpur to withstand prolonged holding time 11 minute plus after spherodization to Casting
- Also designed addition rate of FeSiMg Alloy for MAHALE Engine 0.75% ,ultra-purity FeSiMg alloy
- Develop all major Spherodising Industry in the territory like- Jayaswal Neco- Nagpur & Butiburi, Mahale Engine, Shivalik Power-Mahasamund & Hatkhaj Unit; Gold Star etc
- Approximately total business of Spherodising Alloy 100MT/Month

## **PREVIOUS EXPERIENCE**

### **Jul'08 - Jan'09: Hoesch Metallurgy, Germany, Mumbai**

#### **Sales Manager**

#### **Products Managed:**

Aluminium Alloys, Flux, Coating, Briquette, Ceramics and Foundry Capital Equipment

#### **Highlights:**

- Successfully processed the follow-up of import consignment from China and Germany Plant
- Attended special training at Germany provided on AISCAN, PoDFA and Prefil Equipment
- Completed case study of metal health checking system in equipped laboratory visit in Germany Laboratory in 2008
- Independently managed the entire Sales process in the company based in India

### **May'04 - Jun'08: Minex Metallurgical Company Limited, Mumbai**

#### **Junior Manager Sales**

#### **Products Managed:**

Ferrous & Non Ferrous Alloys, Core Wire and Capital Equipment

#### **Highlights:**

- Achieved sales of 4 crore /year
- Acquired customer for the company such as DGP Hinoday Industries Ltd., Atlas Automotive Components Ltd., Jaya Hind Industries Ltd., Enkei-Pune Uni Abex Alloy Products Ltd. - Thane Apar Industries Ltd.
- Catered service to Remi Metal Gujrat Ltd., JSW-Bellary, Electrotherm, JSW-Dolvi, Mukand- Kalva

### **Dec'02 - Apr'04: K.V. Automation, UK, Mumbai**

#### **Sales Engineer**

#### **Products Managed:**

Pneumatic Cylinder, Solenoid Valve and Reed Switch

## **TRAINING**

- Completed Integrated Management System Internal Auditor Course as per ISO 9001:2008; ISO 14001:2004; OHSAS 18001:2007 in Nagpur 2013
- Complete training HSE/Fire Fighting/First Aid at FOSECO June 2019