Aniruddha Dhar

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Open to Relocate | DOB: Nov 24, 1988

Professional Summary

Experienced Regional Sales Manager with 13+ years in the polyester and blended yarn industry. Proven expertise in achieving sales targets, expanding market share, developing strong client relationships, and managing both domestic and export operations. Adept in quality management, technical communication with production teams, and launching new product lines. Committed to adapting to new markets including cultural, linguistic, and operational expectations.

Core Competencies

Sales Volume & Revenue Achievement, Export Market Development (Asia-Pacific), Customer Relationship Management & Key Account Growth, Technical Communication & Complaint Handling, Polyester Yarn Applications (POY, DTY, FDY, PSF, IDY, Dope Dyed & Sustainable yarn), Multilingual Communication Adaptability, Driving & Field Sales Engagement, Timely Collection, Payment Follow-up, Team Coordination & Cross-functional Collaboration

Professional Experience

- **Regional Sales Manager – Polyester Yarns (Domestic & Exports)**
  Reliance Industries Ltd. (Nov 2019 – Present)
  Products Handling: Filament yarn, Industrial Yarn
  Location: India (East) | Exports: Bangladesh

  - Achieved consistent sales of 3000–4000 tons/month across multiple geographies against set target by management.
  - Actively involved in promotion and sales of sustainable yarns.
  - Expanded export business in Bangladesh, enhancing market share and product visibility.
  - Conducted customer visits per week for direct feedback, relationship building, and retention with customers.
  - Successfully achieved increase in market share, entering demographic markets and Product Line Expansion aimed at particular regional requirement.
  - Ability to retain existing customer, growth in Sales from key accounts, effective partnership, recognition of the company's yarn products in target market.
  - Resolved technical complaints in coordination with QC and plant teams, ensuring customer satisfaction.
  - Led price negotiations and contract finalization with key accounts, resulting in sustained revenue growth.

- Maintained a 100% on-time payment collection record till date through structured follow-ups and CRM discipline.

- **Senior Sales Officer – Technical Textiles Division – SRF Ltd. (Aug 2016 – Nov 2019)**
  Products Handled: Polyester/Nylon Industrial Yarn, Tire cord yarns.
  Location: West India | Maharashtra
  - Handled technical yarn products (High Tenacity/High Modulus yarns, Tire cords yarn) with monthly sales volumes of 1000–1500 tons.
  - Resolved quality issues in collaboration with plant teams to maintain customer confidence.
  - Tracked customer preferences and used analytics to guide sales and product strategies.

- **Yarn Business Development Executive – XSTOK India Pvt. Ltd. (Jan 2016 – Jul 2016)**
  Products Handled: Polyester and Cotton Yarns
  Location: West India (Maharashtra)
  - Built yarn trading operations and expanded business across India.
  - Promoted yarns (Polyester/Nylon/Cotton) across key textile hubs in Maharashtra, Gujarat, and MP.

- **Sales Executive – Polyester Division – Reliance Industries Ltd. (Jul 2011 – Jan 2016)**
  Products Handled: Polyester Yarns
  Location: India (West)
  - Managed POY & DTY sales while coordinating with production and logistics for delivery planning.
  - Shift In-charge at RIL Allahabad plant for POY Spinning operations (2011-2012).

Education

- Executive MBA – Business Administration
  Quantic School of Business & Technology, USA | 2022 – 2023
- B.Tech – Textile Technology
  National Institute of Technology (NIT), Punjab, India | 2007 – 2011

Skills

MS Office Suite (Excel, Word, PowerPoint), Customer Relationship, Yarn Sales, Institutional Sales, Business Development, B2B Sales, Sales Forecasting, SAP (Basic Exposure)

Languages

English, Hindi, Bengali

References

Mr. Vishal Mahendru – Regional Sales Manager, Indorama Tbk (Indonesia)
Mr. Selva Murugan – Regional Sales Head, Reliance Industries Ltd.