



ANKITA SAHA

Business Development Manager

CONTACT

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Kolkata

EDUCATION

MBA (Sales and Marketing)

Kolkata
2022

B.Tech (Civil Engineering)

Camellia Institute of Technology, Kolkata
2020

Diploma (Civil Engineering)

Elite Institute of Engineering & Management
2017

SKILLS

Business Development

Sales

Lead Generation

Strategic Planning

Client Relationship Management

Market Research

Team Management

D2C Sales

B2B Sales

CRM

Profile

Decisive and professionally driven Business Development Manager with over 4 years of experience targeting leadership roles. Expertise in Strategic Business Development & Management, Sales, Lead Generation, and Team Management, with a proven ability to deliver exceptional results and exceed sales targets. Skilled in fostering long-term partnerships to fuel organizational success.

Experience

Business Development Manager, **Yucollect**

Jul'25 - Present

Kolkata

- Facilitated the onboarding process for new customers across various channel sources, managing the entire journey from start to finish.
- Utilized CRM and various client acquisition methods to maximize outreach.
- Engaged with potential clients, delivering effective product demonstrations that highlight features and benefits, with a focus on solution value.
- Prospected, educated, and generated interest to create sales opportunities.
- Managed the onboarding of new collection agency in Yucollect platform.
- Conducted research to identify potential leads from diverse sources such as the open market, web searches, and digital platforms.
- Provided SaaS products tailored for compliance purposes.

Business Development Manager, **Bharti Airtel Ltd**

Nov'23 - Jan'25

Kolkata

- Drove broadband and fixed-line (D2C) business growth in the greater Kolkata area.
- Directly managed D2C sales activities within LCO areas in the designated districts.
- Actively managed daily LCO operations and addressed any issues to optimize business performance.
- Managed the launch of new towns and the expansion of home pass coverage to drive business growth.
- Conducted market research to identify potential business opportunities and market trends.
- Identified and generated leads through various channels such as networking, cold calling, and referrals.
- Prepared proposals and presentations tailored to address client needs and showcase company capabilities.
- Managed LCO operations across three districts: Nadia, North 24 Parganas, and South 24 Parganas.
- Led a sales team consisting of 25-30 Xstream fiber executives, with three territory managers overseeing operations in the 3 districts.

Salesforce

Negotiation

LANGUAGES

English

Bengali

Hindi

- Managed a Home Delivery Organization (HDO) team comprising 3 Team Leaders and 30 Service Engineers.
- Maintained partnerships with 40 LCOs across 16 towns, contributing to approximately 80K RFS.
- Successfully established partnerships with LCOs across 16 towns, resulting in business acquisition with the combined efforts of the D2C and HDO teams.

Assistant Manager, [Pine Labs Pvt Ltd](#)

Nov'22 - Aug'23

Kolkata

- Initiated cold calls to potential clients and scheduled appointments.
- Evaluated the requirements of prospects and advocated appropriate solutions.
- Presented products and services tailored to fulfill prospect needs.
- Secured client commitment through demonstrations, presentations, and customized use-case scenarios.
- Concentrated on broad markets and cultivated strong relationships with merchants to achieve long-term business objectives.
- Utilized Salesforce for merchant onboarding and sales documentation tasks.

Territory Sales Manager, [NoBroker.com](#)

Nov'21 - Sep'22

Kolkata

- Facilitated the onboarding process for new customers across various channel sources, managing the entire journey from start to finish.
- Utilized CRM and various client acquisition methods to maximize outreach.
- Spearheaded both BTL and ATL initiatives to showcase product capabilities.
- Engaged with potential clients, delivering effective product demonstrations that highlight features and benefits, with a focus on solution value.
- Prospected, educated, qualified, and generated interest to create sales opportunities.
- Managed the onboarding of new apartments onto the NobrokerHood platform.
- Conducted research to identify potential leads from diverse sources such as the open market, web searches, and digital platforms.
- Provided SaaS products tailored for both commercial and residential projects.

Internships

Marketing And Business Development Intern, [Spencer Retail \(Goenka Group\)](#)

May'21 - Jul'21

Kolkata

- Accountable for generating leads via diverse ATL and BTL initiatives.

- Contributed to the Research and Development team for product innovation.
- Successfully activated over 100 societies for BTL activities, achieving a conversion rate of 45%.

Notable Achievements

- Managed LCO operations across three districts: Nadia, North 24 Parganas, and South 24 Parganas, leading a sales team of 25-30 Xstream fiber executives and overseeing 3 territory managers.
- Successfully established partnerships with LCOs across 16 towns, contributing to approximately 80K RFS through the combined efforts of D2C and HDO teams.
- Spearheaded both BTL and ATL initiatives to showcase product capabilities as Territory Sales Manager at NoBroker.com.
- Activated over 100 societies for BTL activities, achieving a conversion rate of 45% during the Marketing and Business Development Internship at Spencer Retail.

Accomplishments

Awards

- **Recognized as the top TSM nationwide.**
- **Received the highest incentive PAN India.**