

KALLOL BHATTACHARJEE



~ Sales & Marketing ~ Business Development ~
Profit Centre Operations

Result-oriented & visionary professional with a proven career in conceiving & implementing effective sales & marketing strategies in Automotive & Auto-ancillary sector through inspiring leadership, entrepreneurial approach & innovation excellence

- General Management- IIM, Lucknow
- Data Mining & Business Analytics-IIT, Roorkee

Profile Summary

- Top-notch professional with **dynamic career of over 23 years** that reflects rich corporate & industrial experience & year-on-year success in Sales, Marketing & Service and Dealer & Organizational Development across Automotive Batteries & Lubricants industries involving strategy conceptualization, P&L, identification of new business avenues, brand & product strategy and go-to-market through a collaborative management style
- A strategic player with skills in driving the vision, championing the cause with high level of credibility & integrity and working on global ventures demanding unique skill set & distinct experience
- Entrepreneurial mindset professional with consistent success in starting, building & improving profitability, integrity and value of companies so that they can be positioned for next level of growth
- Proven success in envisioning & delivering insightful & innovative risk management solutions by shaping future course for the organization and introducing innovative & cutting edge solutions

Personal Details

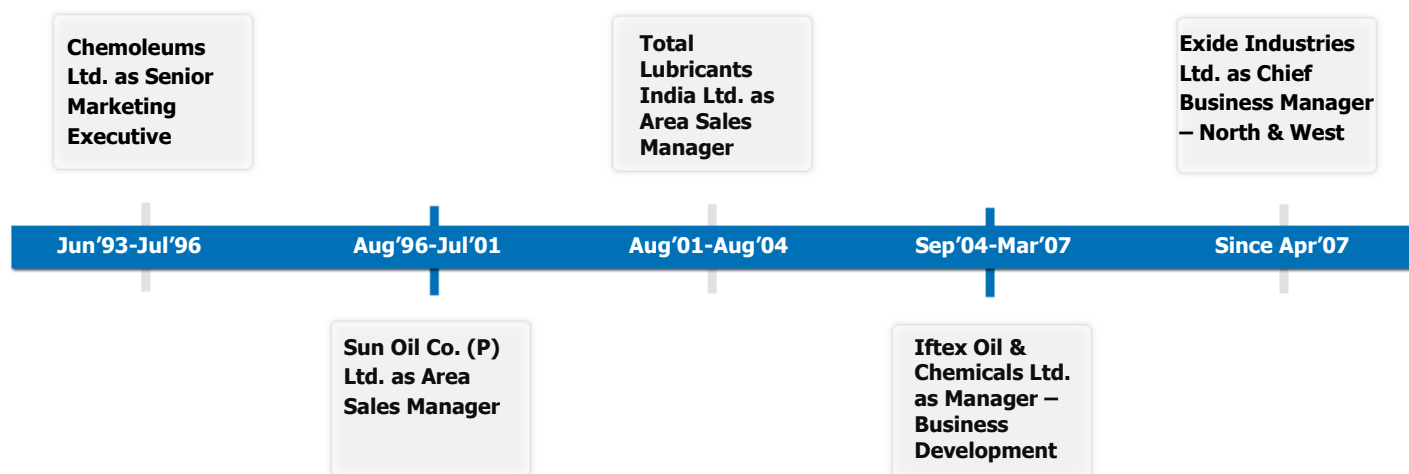
Date of Birth: 19th May 1971

Languages Known: English, Hindi & Bengali

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Career Timeline



Core Competencies

Business Development / Sales & Marketing

Profit Centre Operations

Strategy Planning

Finance / Budgeting / Costing

Channel Management

Product Planning, Launch & Management

Strategic Alliance / Tie-ups

Team Building & Leadership

Sales / Service Operations

Client & Stakeholder Mgmt.

Organizational Experience

Since Apr'07

Growth Path / Assignments Handled:

Apr'07-Mar'08: Area Manager & Branch In-charge - Odisha
Apr'08-Jun'12: Regional Sales Manager – East
Jul'12-Mar'14: Regional Sales Manager - South
Apr'14-Sep'15: Regional Sales Manager – Central Zone
Since Oct'15: Chief Business Manager – North & West



Exide Industries Ltd., Ahmedabad / Bangalore / Ranchi / Bhubaneswar

Role:

As Chief Business Manager – North & West (Ahmedabad):

- Setting vision as per directives of senior management
- Impacting organization profitability through effective strategic & tactical decisions for new business development
- Steering the entire array of business operations encompassing strategy planning, target setting, business development & distribution network management; achieving stipulated EBITA & P&L across North & West regions
- Spearheading the business forecasting & financial modelling to help in short & long term planning of the organization; administering the generation of financial forecasts, mid-quarter estimates and business plans based on analysis



As Regional Sales Manager – Central Zone (Ahmedabad):

- Conceptualized business plan / strategy for overall development & accomplishment of profitability for Gujarat & Madhya Pradesh regions
- Forecasted products for next 12 month sales; performed current & future forecasting by assembling all data (historical sales, market trends, promotions & inventory management)

As Regional Sales Manager – South (Bangalore):

- Steered sales & profit plans through successful leadership, organizational plans, customer service & outstanding execution of operations strategies for Karnataka & Kerala regions
- Optimized costs, controlled Opex & managed client's expectations at regional level

As Regional Sales Manager – East (Ranchi):

- Led regional sales (Odisha, Bihar & Jharkhand) / profit plans through successful leadership, organizational plans, customer service & outstanding execution of all field operations strategies

As Area Manager & Branch In-charge – Odisha (Bhubaneswar):

- Enhanced the branch performance as per company policies & procedures

Highlights:

- Ensured that:
 - Doubling of turnover in East-2 within 4 years, thereby making the region 3rd largest volume contributing region in the country (market share reported to be increased to 32% vs. 22% in FY'08 – '09)
 - Market share in replacement market was increased by 3% in Ahmedabad region during FY'14-15 & 2% during 2015-16
 - CBM-N & W market share in vehicular segment was increased to 31% against 28% during 2014-15
 - Bangalore region was awarded as 2nd largest volume contributing region in Automotive Batteries & 1st in Motorcycle Batteries in country during FY'13-14
 - Growth of Bangalore region was reported to be increased by 24% in Automotive, 43% in motorcycle batteries during FY'13-14 and market share increased to 26% against 24% during FY'12-13
- Nominated for Management Development Program conducted by Indian Institute of Management - Ahmedabad in Mar'12 and XLRI, Jamshedpur in Nov'13 & Feb' 14
- Recipient of **Best Region in the Country Award** in 2010/11/12/14 & 2015
- Developed strategy & roadmap for organizational expansion; conceptualized new business strategies which led to increase in business INR 140 Crores per month
- Collaborated with senior management team in accomplishing corporate goals & profitability for the company having an annual revenue over of INR 8000 Crores
- Closely monitored competitor activities in North & Western Region

Previous Experience

Sep'04-Mar'07

Iftex Oil & Chemicals Ltd., Mumbai as Manager – Business Development

Aug'01-Aug'04

Total Lubricants India Ltd., Mumbai as Area Sales Manager

Aug'96-Jul'01

Sun Oil Co. (P) Ltd., Delhi as Area Sales Manager

Jun'93-Jul'96

Chemoleums Ltd., Chennai as Senior Marketing Executive

Academic Details

- ▶ **General Management** from Indian Institute of Management, Lucknow in 2016
- ▶ **Data Mining & Business Analytics** from Indian Institute of Technology, Roorkee in 2015
- ▶ **MBA (Marketing & HRM)** from School of Management Studies, Department of Business Administration, Assam University in 2001
- ▶ **Diploma in Automobile Technology** from State Council of Technical Education, Chennai in 1995
- ▶ **PG Diploma in Sales & Marketing** from Bhawan's Asutosh College of Communication & Management, Kolkata in 1993
- ▶ **B.Com. (Economics, Accountancy & Business Administration)** from Durgapur Govt. College, Durgapur affiliated to Burdwan University in 1992

Other Course:

- ▶ **Certificate Course in Computer Application** from MMTC, Chennai (SAP & SD Module)

Skill Set

