**Sanjay Kr Kundu**

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**About Me – A suave Sales & Marketing Professional with rich experience in FMCG / OTC Pharma with 20 years’ experience in Sales, Distribution, Brand Development, Marketing, Strategic planning and Business development in Traditional trade, Modern Trade & Institution channel across India, Bangladesh.**



PROFILE

* A Management professional with successful career span, predominantly in steering FMCG business development, channel sales & marketing, Trade and People development; worked with renowned business organizations & brands, namely, **GARNIER, DABUR, REYNOLDS PENS, MEDIMIX SOAPS, NUBY BABY CARE, CADILA ETC**
* Wide experience in Diverse industries like **Cosmetics / Food products / Soaps & Detergents / Pen & Stationary / Herbal Products**
* Capable of creating and developing **strong network of channel partners across India – dealers, distributors etc** to widen product distribution and deeper market penetration.
* Have managed all the channels of distribution in Traditional Trade, Modern Trade & Institution trade
* Rich experience in Managing Start-up operations and eventually building a Profit making unit
* Manage Risks through well planned strategies and executions
* Currently positioned as **General Manager – Sales & Marketing (Herbals)** at Cadila Pharmaceuticals Limited, Ahmedabad
* Deliver performances under pressure scenario
* Good Leader, Team oriented having strong record of manpower retention and people development.

**PERSONAL DETAILS**

DOB - 27.12.1971

Family Status - Married

Wife - Homemaker

Children - Daughter (5+ years)

EDUCATIONAL CREDENTIALS

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| **Sl. No.** | **Institution name** | **Academic achievement** | **Year** | **Division** |
| 1 | St. Xavier’s School, Kolkata, INDIA | Secondary Exam | 1988 | I |
| 2 | St. Xavier’s College, Kolkata, INDIA | Higher Secondary | 1990 | II |
| 3 | St. Xavier’s College, Kolkata, INDIA | B. COM (Hons) | 1993 | II |
| 4 | I I S W & B M, Kolkata, INDIA | PGDBM (Mktg) | 1995 | II |

CURRENT JOB DESCRIPTION in Cadila Herbal Division

* Launch Herbal Division of Cadila Pharma; 100% Ayurvedic products of Skincare, Hair Care & Health Care
* Manage the Driver’s of the Business which is Generate Revenue and Bottomline as per ABP
* Recruit, Coach and Build a professional Sales Team and keep them motivated
* Build sales, marketing & promotion strategy to ensure that the Revenue targets are met, brand equity is built and also make Contingency Plans for the Blockers of the Business
* Study MR data, monitor numeric distribution and weighted distribution, monitor market share movement of my brand and competitor
* Focus on Distribution Expansion; drive Direct Coverage through SS channels
* Modern Trade operations - Ensuring growth in share of shelf at MT outlets, Visibility Drive and Final negotiation with MT Category Heads, etc
* Responsible for Launch of new products, Positioning, Packaging, Product Costing, GC ascertainment
* Planning / forecasting of inventory in accordance with the ABP; coordinate with supply chain and factory.
* Instill sales discipline and hygiene/process amongst the sales team and distributors**.**
* Directly supervise a team of 2 BMs, 5 RSMs and indirectly supervise their subordinates (*team size – 92 people in direct pay rolls*);
* Ensuring various training support for field persons for their development. Have classroom training sessions and pursue them to practice the same in the market
* Work cohesively with other functional departments like Customer Service, Finance, Supply Chain, HR and work towards a common goal

**EMPLOYMENT CHRONICLE**

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| **Name Of Employer** | **Designation** | **KRAs ::** | **Period** |
| Laboratoires Garnier (I) Ltd. (Division of LOREAL, French Cosmetics major)  Main Brands **–** Ultra Doux Shampoo / Conditioner; Synergy Skin Care products; Fructis Shampoo & Conditioner | Sales Officer / Area Sales Executive (worked in Kolkata Metro, South Bengal and North Bengal & Bhutan) | 1) Frontline sales & distribution. Responsible for Secondary sales and Primary sale  2) Ensure width & depth Availability & Visibility, Merchandising  3) Manage Distributors / Ensure Stock norms  4) Lead and train a team of ISRs and achieve numeric distribution; Train them on Sales & Merchandising  5) Timely Reporting to Superior | 1994 to 1997  (Three and half years) |
| Dabur India Limited (one of the leading FMCG company in India having a turnover of `3000 Cr )  Main Brands – Dabur Real Juice, Dabur Vatika Range, Dabur Amla, Dabur Honey | **Area Sales Manager /** *(worked in Kolkata Metro, West Bengal, North East & Orissa)* | 1) Ensure targeted Primary Sales of my Area from my Distributors  2) Lead a team of 14 Sales Officers and 18 ISRs  3) Train them on width & depth Availability & Visibility; Merchandising  4) Manage Distributors / Ensure Stock norms  5) Timely Reporting to Superior  6) Manage trade Schemes and maintain market hygiene | Jun-1997 to Aug- 2000  (Three Years) |
| G M Pens International Ltd. (REYNOLDS Pens having a Turnover of `300 Cr)  (JV with **M/s Sanford Reynolds, USA**)  Main Brands – Reynolds Pens; Gel Pens; Reynolds Stationary items; Wooden Pencils; other Children Items, etc | **Country Manager / Branch Manager** *(worked in BANGLADESH, then transferred to North India based at Delhi)* | 1) Start-up Operation of Reynolds Pens & Stationary in Bangladesh  2) Make a Business plan, and generate revenues and mange Risks  2) Recruit Manpower / Distribution Network  3) Lead a team of 10 Sales Officers and 1 ASM  4) Train them on Merchandising, Distribution width & depth  5) Manage Distributors / Ensure Stock norms & Collections | Aug, 2000 to July 2004 (Four Years) |
| Dorcas Market Makers Ltd. (FMCG company having a Turnover of `360 Cr)  Main Brands – Medimix Soaps; Medimix Handwash; Cuticura Talc; Cuticura Deodorants/Soaps/Face Wash/ Hand Wash | **Regional Sales Manager – *EAST*** *LATER TRANSFERRED TO* ***SOUTH*** *AND THEN AGAIN TO* ***WEST INDIA*** | 1) Achieve the Regional ABP  2) Recruit, coach sales team  3) Manage traditional trade, modern trade & Institutional trade (hotels & hospitals)  4) Manage Distributors / Ensure Stock norms & Collections  5) Study the ACN report, monitor competitor market share, numeric distr and make strategies  6) Timely Reporting to Superior  7) Planning Schemes and other BTL activities from my Trade marketing budgets  8) Organize Melas, Road Shows; set up SS system for Rural coverage  9) Covered markets of East / West / South India | July, 2004 to May 2008 |
| Radiohms Limited (company turnover – `320 Cr)  Main Brands – NUBY infant care range of Toiletries & Maternity Accessories like Breast Pumps, Gels, etc  Baby Food, Ready to eat Food Products | **National Sales & Marketing Manager**  (Pan India role) | 1) Pan India operation; Responsible for achievement of Topline & Bottom-line sales of Infant Care division  2) Recruit, coach sales team, product manager  3) Manage all channels of trade, especially Modern Trade and Institutions  4) Ensure maximum share of shelf in MT, organize symposiums for would-be Mothers  5) Manage Distributors, Dealers / Ensure Stock norms & Collections  6) Timely Reporting to President of the company  7) Planning Schemes and other BTL activities for achievement of targets  8) Prepare the Brand DNA, challenge and prepare brand story board for the Advertisement Agency | May, 2008 to May 2011 (Four years) |
| Wings Biotech Limited (company turnover – `180 Cr)  Main Brands – Pharma OTC & FMCG products | **National Sales & Marketing Manager**  (Pan India role) | 1) Pan India operation; Responsible for achievement of Topline & Bottom-line sales of OTC division  2) Recruit, coach and motivate sales team of 230 people  3) Manage all channels of trade, especially Modern Trade and Institutions  4) Ensure maximum share of shelf in MT  5) Manage Distributors / Ensure Stock norms & Collections | May 2011 to June 2012 |
| Cadila Pharmaceuticals Limited  (Company turnover – ` 2000 Cr) | Working as **General Manager – Sales & Marketing (Herbal Division)** | | June 2012 onwards… |