

PALLAV CHAKRABORTY

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PROFILE SUMMARY

Business professional with more than 11 years of experience in the FMCG, Alco-Bev sectors adept at spearheading strategy planning, sales expansion & team management through leadership. Currently completed MBA from Strathclyde Business School with added strategic and analytical skills to hone my leadership knowledge. Excellent history of generating revenue, improving operational efficiency, and developing high-performing team. Skilled at creating and delivering groundbreaking solutions for hard-to-solve business problems. I am adept at leading teams to deliver exceptional results in high-stakes environments. Keen to apply my advanced business acumen and strategic insights to contribute to the continued success and dynamic growth of a forward-thinking organization.

KEY SKILLS

- Business Development
- Strategic Planning
- Business Consulting
- Brand Management
- Change Management
- Channel Management
- Client Relationship Management
- P/L & Financial Management
- Data Analysis
- Leadership Management
- Route to Market (RTM) Strategy
- Category Management

PROFESSIONAL EXPERIENCE

McNROE Consumer Products Pvt Ltd, India

Regional Assistant Manager – Trade Marketing / June 2022 - Aug 2023

- **Sales Optimization:** Spearheaded the expansion of channel distribution, leading to a 2.8% increase in annual revenue (Rs 61.9 million of Rs 2,210 million). Conducted detailed market segmentation and targeted premium luxury products to specific customer segments.
- **Cost Reduction:** Achieved a 4.5% reduction in the annual trade budget (Rs 1.57 million) by consolidating rural markets under two sub-distributors from seven, enhancing operational efficiency.
- **Strategic Planning:** Developed and monitored sales objectives for teams on a monthly, quarterly, and annual basis. Utilized sales forecasts and market trends to guide strategic decisions and budget allocations.
- **Market Analysis:** Conducted in-depth analysis of monthly sales reports to identify emerging trends, adjust strategies, and optimize trade schemes and activities.
- **Budget Management:** Designed and managed an activity-based budget for trade marketing as per trade activation calendar, leveraging historical data and competitor analysis to plan Route to Market strategy and optimize resource allocation and achieve sales targets.

Diamond Beverages Pvt Ltd, Coca-Cola India

Senior Executive – Key Accounts (ON-Trade) / May 2021 - June 2022

- **Market Expansion:** Expanded the new outlet base by 16% (from 728 to 844) and improved effective outlet coverage by 11% (from 68% to 76%), contributing to increased market penetration.
- **Revenue Growth:** Drove a 5.5% increase in annual revenue (from Rs 350 million to Rs 369 million) by enhancing relationships with high-volume outlets and executing strategic sales initiatives.
- **Brand Management:** Led the BTL activation of Coke Zero in key accounts, utilizing targeted marketing campaigns and customer engagement strategies to boost brand visibility and sales.
- **Business Planning:** Developed annual business plans and investment proposals for key accounts, focusing on maximizing sales and brand promotion efforts.
- **Team Collaboration:** Collaborated with general trade teams to create and implement key account plans, ensuring seamless customer service and alignment with broader business objectives.

Senior Executive – General Trade / Sep 2019 - May 2021

- **Distributor Management:** Established and managed 11 distributors in strategic locations, overseeing 2800+ outlets and generating Rs 3.5 million in annual revenue. Implemented efficient stock liquidation and ROI strategies.
- **Team Leadership:** Directed a team of 4 executive and 22 pre-sales representatives, ensuring alignment with sales

targets and KPI achievement through effective performance tracking and leadership.

- **Sales & Distribution:** Managed the sales and distribution of Coca-Cola and luxury brands like Monster Energy, focusing on channel visibility, trade activities, and target achievement.
- **Stock Management:** Monitored and optimized distribution channels, guiding distributors to ensure efficient stock management and ROI generation.

Pfizer Consumer Health Care, India

Sales Officer – Wholesale | Oct 2018 - Sep 2019

- **Channel Management:** Managed 190 wholesale outlets and 5 distributors, enhancing primary and secondary sales through strategic trade activities and distribution management.
- **Brand Visibility:** Improved brand visibility and market presence by conducting daily joint visits and optimizing distribution strategies.
- **Sales Performance:** Focused on boosting sales performance through targeted trade activities, detailed market analysis, and efficient distribution management.

Radico Khaitan Ltd, India

Key Account Executive – On-Trade | May 2015 - July 2018

- **Sales Growth:** Achieved a 69% increase in sales over 2.5 years (1873 cases to 3165 cases), managing 6 distributors and 379 trade accounts with annual sales of Rs 25 million. Utilized strategic planning and market analysis to drive growth.
- **Strategic Initiatives:** Developed and executed route to market strategies and trade schemes, ensuring successful luxury product launches and increased brand penetration.
- **Market Analysis:** Conducted competitor analysis and market trend tracking to inform brand management strategies and promotional activities.
- **Market penetration:** Conducted secondary sales of IMFL vodka through a streamlined distribution channel and increase the quarterly effective coverage outlet (ECO) by 23% (from 125 outlets to 154 outlets).
- **Budget Management:** Managed budgeting and trade expenditure to optimize ROI and support channel sales activities.
- **Team Coordination:** Coordinated with customer planning and marketing teams to ensure strategic alignment, increased cross-functional collaboration by 40%, and optimized resource allocation, leading to a 15% boost in overall business efficiency

ICICI Prudential Life Insurance- CABR | AFSM – sales
ING Vysya Bank (Kotak Mahindra Bank) – Sales | BDE

June 2013 – April 2015
May 2012 – June 2013

EDUCATION

Master of Business Administration (MBA – Triple Accredited) – Global Marketing & Business Consulting

Strathclyde Business School, (Scotland)United Kingdom (2023 - 2024)

MBA - Marketing & Finance

West Bengal University of Technology, India (2010-2012)

Bachelor of Commerce

University of Calcutta, India (2005-2009)

CURRENT ENGAGEMENT

- Successfully completed a Live Business Consulting Project on “**Strategic Marketing and Implementation Plan for NeuroNeeds LLC in a Fragmented Neurodevelopmental Market**” (USA) – (Off-shore) (4 months) | SCOTLAND – (MAY-24 TO AUG-24).
- “**The Impact of End of Season Sale in Pantaloons on Customers**” – Summer Internship | KOLKATA – (JUNE 2011 TO AUG 2011)

ADDITIONAL INFORMATION & CERTIFICATION

- **Languages:** Fluent in English, Hindi, and Bengali
- **Technical Skills:** Proficient in Microsoft Office Suite, CRM software, and data analysis tools, SAP HANA, MS Dynamics.
- **NCFM – Derivative Market Dealers module**
- **Advance Diploma in Hardware Engineering - Lalani**