



## Contact

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## Top Skills

BTL Activations and Events  
Media Buying – ATL & BTL  
Events Conferences &  
Trade Fairs Branding and  
Product Launch  
Channel Management  
Merchandising and Promotions

## Language

English  
Hindi  
Bengali  
Oriya  
Punjabi

## Certifications

Financial Modelling and Risk  
Management, IIT (Kharagpur)

## Education

Regional College Of Management,  
Bhubaneswar P.G.D.M., Marketing  
(2008 - 2010)  
English Honours ( University Of  
Calcutta )

# Arijit Basu

Marketing , Branding and Activations | **10** years of Experience in  
Handling FMCG / FMCD / Government : B2B & B2C Projects

**Bangalore Location**

## Summary

Overall Experience and Job role :

- Conducting Marketing Plan
- **Story Telling along with TVC conceptualization,**
- **Specific focus on content creation** – for Digital Media , TVC, Radio Jingles, Print ads,
- OOH and OTT, Collaborations and Tie ups,
- Penetration strategy – Competition tracking,
- Segmentation, Profiling and targeting,
- Go To Market strategy and Continuous coordination with Sales
- P&L accounts, Break Even Analysis,
- **BTL** : Conceptualizing events, Road Shows, Regional initiatives planning.
- Media Planning & Buying (ATL), Strong Negotiation skills,
- Excellent Vendor liaison and handling for timely delivery,
- Branding Collaterals **Content management**
- Digital Marketing ideation planning, Key Metrics Management, Campaign management, Cost Management, for FACEBOOK, LINKEDIN, INSTAGRAM, YOUTUBE, WHATSAPP – Business account promotions. Digital influencers
- **O2O** ( Online to Offline campaigns ),
- Corporate Partnership and Collaborations
- Press Conferences and PR management, Product Launches. Excellent delivery skills and innovative ideas.
- SPOC for Digital Campaign Agency – Creative Campaign and Deliverable agency – Media Buying Agency – PR agency.

## Experience

### Confederation of Indian Industry

Executive Officer ; Trade Promotions Department

August 2014 – Present

Product Launches , Exhibitions , Seminars , Branding & Marketing.  
Specific industry events and launches conducted ( consultant role ) –  
Automation, Security & defense, Automobile, Agri and Food Processing  
sectors.

Handled major projects : **#MakeInIndia, Vibrant Gujrat, Britannia Eat Healthy, Linc Pens** – Sikshaforall, **Amazon** – Launch of Karigar, **Maruti India** – Car launch regional initiatives, **Tata Steel** - #ManOf Steel – Storytelling Series, **#WeAlsoMakeTomorrow** campaign, **Bandhan Bank** – “MSME SEVA”. **TATA HITACHI** “ DIG DEEPER”



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## Currently handling

**Mahindra THAR** launch with M&M Automotive team – for entire BTL and Associations on ground association for PAN INDIA. A special Post COVID project by Mahindra Automotive and CII.

### CP Plus – SIDM and Indian Armed Forces : “Desh K Lia, Sadev Satark

“ An ideation to make Aditya Infotech security and surveillance systems more appropriate and reliable to show that Indian Armed forces also trust the same brand for national security”. The ideation was done by me and approved by MD's office , post which we are finalizing the campaign, TVC content, creatives and CII Deliverables with SIDM.

## ABP Group

Executive ; Brand Solutions - Bengali Magazines

October 2011 - August 2014 (2 years 11 months)

Kolkata Area, India

Events like – **Cadbury Misti Sera Shristi** (3 Seasons ) , **Kurkure** – Choto Chokh e Boro pujo, **Lakme** – Ami Sananda, **Eno** – Pujo mane Khaoa, were handled from conceptualization to activation to budgeting to project management.

Product Launches, ATL & BTL Mix, Event Conceptualization and executions. 360 Degrees Media Integration, Print innovation Idea, TV ad campaign, Branding & Activations.

## 3M India

Channel Merchandizing & Marketing BTL

Mainly educating dealers and distributors of the technical superiority of 3M products. Giving technical presentations to large corporate on product usage and advantages.

New product launches, BTL activations, Events & Seminars, Dealer & Distributor management, Stock management.

July 2010 - August 2011 (1 year 2 months)

Kolkata Area, India

## Hobbies

**Using Google** extensively for almost anything unknown which I come across any time of the day, any subject ( science – current affairs – history )

**Historic events understanding** – causes and aftereffects , and how the civilization changes with them.

Love for stock trading.

Keeping up with **OTT** content and latest marketing campaigns and launches, and discussing them out in social circles – and debating on the same.

## Social Responsibility

Supporting an NGO home in Kolkata, for the cause of educating them.

Helping small businesses to grow by providing them with free consultancy on Digital Marketing, BTL activities, Branding and Logo designing

## Marketing Mantra and Inspiration

**“ A lot of people don't know what they want, until you show it to them,”**

Steve Jobs -