

# Suman Chatterjee

#### **CONTACT DETAILS –**

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#### **SNAPSHOT**

An accomplished visionary with more than 24 + years of rich experience with a qualification of B.Com (Hons) & P.G.D.B.M and in directing organizations named at "RUPAYAN GROUP" as a "DIRECTOR" and looking after Business Development, Sales, Marketing & Planning' of the Bangladesh First Mega Gated Community Condominium Project – Rupayan City Uttara and looking after the 1<sup>st</sup> International Smart Commercial Mall of Bangladesh, named at 'RUPAYAN MAXUS' and also looking after many more residential as well as Commercial projects to achieve newer grounds in Real Estate, Retail sector's Operations, Sales Management, Branding of New Projects, Business Development, Strategic Planning, Post Sales, P.R and also at Channel Sales, B2B/B2C Sales, Project management and Sales, Direct marketing, CRM with new initiatives/set ups as a leader across the Real Estate & Retail sector with ASSURANCE of '100 CRORES + BUSINESS PER YEAR.

**Key Skills:** Sales Operations, Business Development, Marketing Management, Key Account Management, Channel Sales, Client Relationship Management, Retail Operations, Retail Merchandising, Brand Promotion, Retail Store Operations, Stock Control, Legal Documentations, Technical Operation, Strategic Consultancy.

From 1<sup>st</sup> August 2017 onward, I am associate with 'Rupayan Housing Estate Limited, which is well known as "RUPAYAN GROUP - BANGLADESH" (www.rupayangroup.com) as a "Director -" with a 'Major Duties and Responsibilities of:-

- Develop, in coordination with the Executive Management Team, an integrated business plan that optimizes market share and profitability of existing or new activities.
- Set departments' high-level goals, objectives and plans and work with them on attaining such goals by closely monitoring their operations.
- Review the operating results of the company & compare them to established objectives and goals, and follow-up to ensure appropriate measures are taken to correct unsatisfactory results.

- Establish and maintain an effective system of communications throughout the company to ensure that the responsibilities, authorities, and accountabilities of all executives are clearly defined and understood.
- Periodically review and check the performance of the Executive Management Team and recommend remedial action and improvements.
- Promote the companies' direction and momentum, its business performance, the positive external impact (image), internal business climate, people and services.
- Act as the principal public relations officer of the company and represent them with major
- customers, government entities, the financial community, and the public.
- Ensure development of an effective organizational structure and the promotion of a positive internal climate in which management development for succession is nurtured.
- Delegate some responsibilities to appropriate executives in order to ensure smooth running of the company.

# **AREAS OF STRENGTH ACROSS INCLUDE:**

- **Strategic Planning:** Formulating business strategies. Establishing corporate goals, short term and long-term budgets and developing business plans for the achievement of these goals.
- Sales & Marketing: Overseeing marketing and sales operations for achieving increased growth & profitability. Utilise the public information and personal network to develop marketing intelligence for generating leads.
- Profit Centre Operations: Identifying and developing new streams for long term revenue growth & managing
  overhead costs and model mix to increase profitability. Conducting competitor analysis by keeping abreast of
  market trends and competitor moves to achieve market share metrics.
- **Business Development:** Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability. Building and maintaining healthy business relations with major clientele.
- Channel Management & Distribution: Identifying and developing channel partners for achieving business volumes consistently and profitably. Evolving strategies & activities to achieve desired business objectives & implement recognition campaigns for enhancing motivation.
- Sales Promotion: Building brand focus in conjunction with operational requirements. Ensuring maximum brand visibility and capture optimum market shares. brand image building and awareness campaigns.
- **Team Management:** Imparting /organizing training programs for new recruits for achieving pre planned business targets. Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

#### **OBJECTIVES:**

• Expanding the incorporated skills to achieve concrete return and expanding my skill within a progressive organization, where expansion to new horizons is the buzzword and which challenges its people, while enhancing my learning and leadership abilities, dedication to motivate team.

#### **WORK EXPERIENCES:**

From 1<sup>st</sup> August 2016 to 31<sup>st</sup> July 2017, I was associate with "CANCUN BHUMI PVT LTD" (www.cancungroups.in ) the so called Real Estate King of Eastern India as a "C.E.O" with a 'Job Profile' As CEO I was responsible and accountable for the overall operation and management of this development company. I was looked upon to set the company's overall strategic direction and priorities, and monitor the performance of the company as well as the performance of each project.

# Responsibilities:

- Heading the Sales, Marketing, Business Development & developing relationship & business generation.
- Is accountable for the achievement of sales and revenue goals via the implementation of a strategic sales plan with programs focused on sales.
- Assisted, and developed a team of 183 Direct Sales & Back Office Executives to acquire, retain, and expand new business relationships resulting in the achievement of aggressive regional and business line goals and objectives.

- Accountable for recruiting, development, motivation, and retention of a high performance sales force.
- Demonstrated excellent tactical coaching ability by being fully engaged with each Market Sales Executive's activities; their sales action plans, pipelines, and activity calendars, including disciplined sales tracking and reporting.
- Worked closely with internal partners to maximize the sales opportunities of new and existing customers.
- Ensured that the sales team has a customer-centric approach to their business and reinforces the "Customer Experience".
- Demonstrated exemplary sales management behaviors, outstanding leadership characteristics, and ethical behavior consistent with company's Vision and Values.
- Responsible for sourcing, servicing, and login the business, develop execution plan and manage field team by
  implementing plan. Lead project modules or work streams using rigorous project management and strategy formulation
  methodologies. Reliably deliver quality outcomes to tight deadlines
- Developed and executed strategies and action plans for implementation of new initiatives in service quality, customer satisfaction and process management.

#### **Direct Involvement:**

- Oversaw all aspects of proposal development, writing and production
- Maintained and updated weekly sales activity reports
- Identified needs and wants of potential clients
- Wrote and delivered innovative business proposals
- Attended trade-shows, discussions and seminars

In the year Oct 2014 to July 2016 was associated with "JAAS REALTY GROUP OF COMPANIES" (www.thejaas.com) as a "C.E.O" with a 'Job Profile' As CEO I was responsible and accountable for the overall operation and management of this development company. I was looked upon to set the company's overall strategic direction and priorities, and monitor the performance of the company as well as the performance of each project.

#### **Responsibilities:**

- Provide the required linkage between the Board of Directors and the Executive Management Team, and provide them with adequate information to carry out their responsibilities.
- Provide advice, guidance, direction, and authorization to the Executive Management Team to carry out major plans and procedures, consistent with established policies.
- Assist the Board of Directors in setting strategic goals, objectives, budgets, policies, and procedures to enhance its market share, profitability and return on investment.
- Conduct a strategic review of performance on a regular basis to determine whether the company is meeting its short-and long-term objectives (increase in profits, increase in market share, return on investment, etc).
- Conduct annual performance appraisal for all executives and recommend salary adjustments, rewards and promotions.
- Monitor the adherence of employees to guidelines, policies and procedures.
- Recruit, develop, manage and motivate executives and employees reporting to him.

In the year Oct 2013 to Sept 2014 was associated with "CYGNUS GROUP OF COMPANIES" as a "Chief Operating Officer (C.O.O)" With a 'Job Profile' of team handling, pre & post sales activities, brand promotion, land searching through various personal sources & through real estate consultants, negotiation of price and ratio of land with land lords, acquisition of selected land after survey the locality in aspect of customer demands, bank approval, finance planning, business plan and project management. handling customer service & after sales service & documentation part for smooth sanctioning of home loan for clients & other documentation formalities & payment collection follow up. Also handled Residential Projects across pan India & monitoring sales and marketing. Achieving Individual sales target Broker's team handling. Database maintaining to maximize the sales volume. Analyzing marketing trends and puts the valuable inputs to make the project's success. Handling customer service & after sales service & documentation part for smooth sanctioning of home loan for clients & other documentation formalities & payment collection follow up.

#### **Responsibilities:**

- Responsible for heading the Sales, Marketing, Business Development & developing relationship & business generation.
- Is accountable for the achievement of sales and revenue goals via the implementation of a strategic sales plan with programs focused on sales.
- Assisted, and developed a team of 7 Direct Sales & Back Office Executives to acquire, retain, and expand new business relationships resulting in the achievement of aggressive regional and business line goals and objectives.
- Accountable for recruiting, development, motivation, and retention of a high performance sales force.
- Demonstrated excellent tactical coaching ability by being fully engaged with each Market Sales Executive's activities; their sales action plans, pipelines, and activity calendars, including disciplined sales tracking and reporting.
- Conducted weekly sales team meetings in addition to weekly individual meetings with each Market Sales Executive. Also participated in business development activities and in-field sales calls.
- Worked closely with internal partners to maximize the sales opportunities of new and existing customers.
- Ensured that the sales team has a customer-centric approach to their business and reinforces the "Customer Experience".

In the year July 2012 to Sept 2013 was associated with MAGNOLIA INFRASTRUCTURE DEVELOPMENT LTDas 'Vice President Marketing' — with a 'Job Profile' of Brand Transformation; Change Agent; Strategic Business Development; Marketing Operations; System Driven/Revenue Driven; Product Management & Sale Operations to being responsible for developing methodologies for market analysis and conceptualizing sales strategies to tap corporate clientele for high end residential and commercial products.

#### **Lead Business Development Activities:**

- Developed and implemented sales, marketing and customer care strategies
- Oversaw all aspects of proposal development, writing and production
- Identified new prospects
- Maintained and updated weekly sales activity reports
- Visited prospective clients to bring new business
- Identified needs and wants of potential clients
- Wrote and delivered innovative business proposals
- Answered client queries on a timely basis
- Attended trade-shows, discussions and seminars

#### **Relationship Management:**

- Interacted with the team and clients on a regular basis & providing redressed to all their queries, complaints & handling all client relation.
- Established healthy business relations with clients & external associates for securing repeat business.
- Handled customer queries for better turnaround time and customer satisfaction,
- Identifying prospective clients, generating business from the existing clientele to achieve business targets.

In the year April 2011' to July 2012 was associated DREAM DEVELOPERS (P) LTD- (The Jain Group Of Companies) as – Chief Marketing Officer (C.M.O) – Sales and Marketing' – 'Real Estate **Division'** with a 'Job Profile' of In house Project Marketing, Handling the clients of MNC's and Indian Companies, Team Handling, Motivate Channel Partners and execute sales from their end, Advisory Services For Home Buyers.

# **Responsibilities:**

- Demonstrated exemplary sales management behaviors, outstanding leadership characteristics, and ethical behavior consistent with company's Vision and Values.
- Responsible for sourcing, servicing, and login the business, develop execution plan and manage field team by
  implementing plan. Lead project modules or work streams using rigorous project management and strategy formulation
  methodologies. Reliably deliver quality outcomes to tight deadlines
- Created relationships (with vendor and client) and ensure smooth servicing and operations.

- Responsible for Overdue Collections & Revenue generation process.
- Responsible to service the client.
- Developed & implemented strategies for new products & services
- Determining new opportunities by analyzing current business
- Developed and executed strategies and action plans for implementation of new initiatives in service quality, customer satisfaction and process management.

# <u>In the year Nov 2010' to Mar 2011 was associated with 'MOUNTHILL REALTY PVT LTD as 'VICE PRESIDENT - SALES & MARKETING' - 'Real Estate Division'</u>.

#### **Responsibilities:**

- Sold luxurious residences in large scale residential projects like integrated townships and group housings, commercial spaces, retail projects (mainly mall & high-street retail spaces).
- PROJECT CONSULTANCY For International Companies, Investors and Developers.
- COMMERCIAL PROPERTY For MNC's and Indian Companies.
- HOME SEARCH For Seekers of Residential Property.
- INVESTMENT SERVICE For Financial Investors and Consumer Finance.
- ADVISORY SERVICES For Home Buyers and Developers.
- RELOCATION SERVICES For MNC's and Indian Companies.
- Develop complete understanding of the traffic pattern and the factor responsible for the same.
- Resolve all the issues raised at given area from the multiple agencies/contractors involved.
- Handling of customer complaints.
- Generate all MIS, reconciled and send across to all concerned people on time.
- Handled Residential Projects across pan India & monitoring sales and marketing.
- Achieving Individual sales target Broker's team handling. Database maintaining to maximize the sales volume.
- Analyzing marketing trends and puts the valuable inputs to make the project's success. Handling customer service &
  after sales service & documentation part for smooth sanctioning of home loan for clients & other documentation
  formalities & payment collection follow up.

# <u>In the year Aug - Oct 2010 was associated with OPUS ESTATES PVT LTD- (G C J Group) as 'HEAD OF SALES' – 'Real Estate & Consumer Finance Division'</u>

# **Job Profile:**

- Selling luxurious residences in large scale residential projects like integrated townships and group housings, commercial spaces, retail projects (mainly mall & high-street retail spaces).
- Dealing with leading national and international Real Estate developers like Joint Sector Developers (Bengal Park chambers, United Credit Belani, Shelter Group, Ambuja), Keppel Land, DLF Ltd, Unitech Ltd, Universal Success Enterprises, Bengal NRI projects, PS group, Mani Group, South City etc.
- Also responsible for constant business development, business expansions and corporate tie-up, real estate consultancy (including legal & technical).
- Customer Service and MIS related co-ordinations.
- Lead generation.
- Revenue Collection from Developers.

## **Responsibilities:**

# > Business Development & Sales of Residential & Commercial Property.

- Generated high net worth individual (HNI) prospect on monthly /yearly basis in Real Estate Selling.
- Played active role in promotional activities in the corporate.
- Handled key clients such as corporate professionals, NRIs, doctors, engineers and businessmen successfully.
- Successfully participated in real estate trade fair organized by different industrial associations.
- Co-ordinate with Marketing agents to achieve sales targets on monthly basis,

- Maintaining MIS for client database and collection of revenues,
- Execution and preparation of Agreements and legal documentations for Clients.
- Tie ups with Leading Financial Houses for Approval of Project for Home Loan.
- Achievement of targets set by Organization for Monthly Collections.

In the year Nov 2008' to July 2010 was associated with 'REGENT STATION' the most renowned Garment Super Store Retail Chain in India under RDB INDUSTRIES LTD- (Regent Group) at Regent Finance Corporation Pvt Ltd, as Head of Sales – Operation –Administration & Business Development.

# **Responsibilities:**

## > Job Responsibility

- Develop business strategies to raise our customers' pool, expand store traffic and optimize profitability
- Meet sales goals by training, motivating, mentoring and providing feedback to sales staff
- Ensure high levels of customer's satisfaction through excellent service
- Complete store administration and ensure compliance with policies and procedures
- Maintain outstanding store condition and visual merchandising standards.
- Report on buying trends, customer needs, profits etc.
- Propose innovative ideas to increase market share or conversion ratio.
- Conduct personnel performance appraisals to assess training needs and build career paths.
- Deal with all issues that arise from staff or customers (complaints, grievances etc).
- Be a shining example of well behavior and high performance.
- Proactively follow current fashion trends, industry news, technology and analyze key competitors in the market

#### > Accomplishments

- Awarded as one of the best turnover store in terms of National Business Turnover.
- Awarded Best Strategic Planner.
- Awarded for the highest percentage growth

# In the year Feb - Nov 2008 with 'TEA JUNCTION' the most renowned F&B Retail Chain in India under Ambuja Realty Ltd, Kolkata as Asst. Manager - Retail Operation & Business Development (Eastern Region).

#### **Key Responsibilities**

- Conducts market research, profiles customers, makes presentations and participates in pre sales calls and marketing events to establish customers and determine market segment revenue potential.
- Develops strategic business plans and presents market business reviews to management.
- Researches market conditions to determine potential sales of assigned technology products.
- Calls on potential customers and vendors, develops and coordinates sales presentations and secures future prospect commitments on Volume Purchase Agreements.
- Assumes an advising role and leverages advanced technological expertise to achieve specific future sales goals in the assigned market.
- Evaluates competitive information, offerings and customer perspectives.
- Keeps Management informed by submitting activity and results reports, such as daily call reports, weekly work plans and monthly/quarterly financial analyses.
- Spearheading entire gamut of projects comprising various celebrated clientele, recognizing their requirement based and providing quotations with competitive price all across the Bangladesh.
- Directed product support activities for global marketing group & primary front-line sales support for Sales Group.
- Evolving market segmentation and segmentation strategies to achieve desired targets.
- Conducting competitor analysis by keeping well-informed of market trends and competitor moves.
- Liaising & interfacing with Marketing Teams on Business -planning strategies and Technical Team to increase the technical niceties to advance negotiations towards the close of sale in future.

#### **Achievements:**

- Identified and developed new markets for 'Tea Junction', F & B Outlet Chain of 'Ambuja Realty Ltd' across 'Eastern Region'.
- Fulfill the 'TARGET' of 1year (20 no 0f Outlets), within 5 months.

<u>In the year June 2007 to January 2008 at more. – The Top Most Retail Super Store Chain of India's Largest Retail Organization - Aditya Birla Retail Ltd, as Sr. Officer – Operation & Business Development (Eastern Region).</u>

#### **Responsibilities:**

#### > Sales

- Entailed into the analysis of brand productivity of all the Stores.
- Involve into the analysis of Operational Parameters & World/Category and provide the feedback & inputs to Business Manager to take corrective action for improvement towards productivity.
- Setting ABP for Stores as proposal to HO after discussion with Business Manager and monitoring the given ABP to achieve for Top Line & Bottom Line.
- Analyzing Schemes implementation & their successful flow at stores.
- Preparing proposals for New Stores ABP including Top-line & Bottom-line & providing budgets to all the Function Heads. Store Front-end & Back-end Operations
- Analyzing the store operations for all the stores in Zone.
- Monitoring Stock Take Schedules, Implementations, reconciliations & providing analysis to Business on results.
- Keeping an eye on the third party contracts of housekeeping & security to fulfill the manpower gap and improve their efficiency and & performance for store operations.
- Regular Analysis on ongoing projects by ZO/HO operation at stores to provide employees a better & healthy environment to work & grow.

#### > Inventory & Warehousing

- Successful Handling DC operations for East with team of over 190 People On roles & Off-rolls put together.
- Analysis of the Planned vs. Actual Stocks at MC Level to identify the actual Productivity of the Brand & Category.
- Checking and taking corrective Actions on Stock Covers for Store & Product Specific Categories.
- Getting the Stock Takes Conducted at Stores on Quarterly Basis to get the Timely IAR for corrective Actions.
- Evaluating the High Shrinkage Brands/Categories with a detailing on reasons and providing remedial measures.
- Managing Inventory Movement from W/H to Stores as per Schedule for Stock Handling at Stores for better productivity & Timely & Correct Inwards.
- Analysis of the Reverse Logistics to know the profitability & productivity of SCM.

#### **▶** Marketing & Promotions

- Analyzing the complete implementation of marketing promotions at POS and floor in stores with an evaluation of the effectiveness of promotions.
- Preparing a report on Loyal Customers contribution to regular & promotional sales and providing feedback to get the decision made towards customer retention programs.
- Analyzing customer's profile to the store's profile and survey's done to identify the customer's need to provide feedback to the respective team to work towards customers' requirements.

## > Cost Management

- Analysis of the Store Budgets vs. Actual at Cost Head Level to understand the savings & over spending.
- Analysis of the different expend at Stores and then making a comparison between the stores to identify the reasons for difference between the two stores on single cost head.

#### > Finance & MIS

- Ensure timely and accurate submission of Weekly, Fortnightly, Monthly, Quarterly and Annual Reports.
- Auditing the billing and maintaining time-to-time Physical & System cash flow & discount at stores.
- Taking Care of Weekly & Quarterly PERK Payout of all the stores.

#### > Training & Development

• Taking Care of Training process of MTs appointed for up-coming & existing Stores in the North Zone as Functional Expert of SAP/Capillary/Quicksilver.

- Identifying the training needs and coordinating the same for staff nominated for PIC (Potential Identification Centre) with stores.
- Responsible for counseling of the staff ranked under PIP (Performance Improvement Plan) to make them progress & improve for the next assessment.
- Facilitating and promoting active participation of the Floor Staff & Managers in order to increase motivation level & growth of the Stores.

#### > Statutory Compliance

- Admin: Major Area is to handle HK & Security Compliance for ensuring organization works with Govt. decided norms, Smooth operations and without any deviation.
- ➤ **Milestone Achieved:** First to open a store in Eastern Region of India. Developed relationship with investors so that they can invest for us in some projects. Shared the concept of brokers' meet & developers' meet with the management.

# <u>In the year Jan 2006 to May' 2007:</u> Space Group (Bengal Silver Spring Projects Ltd) as Asst. Manager – SALES & MARKETING.

#### **Responsibilities:**

- Looked after the Corporate & Retail sales of various residential & commercial projects. Also looked for the after sales service of the customers.
- Instrumentally generated substantial revenue worth INR 63 Cores.
- Felicitated with "The best Target Achiever for Commercial Block" award in 2006-2007.
- Handling Residential Projects, Club & monitoring sales and marketing. Database maintaining to maximize the sales
  volume. Analyzing marketing trends and puts the valuable inputs to make the project's success. Handling customer
  service & after sales service & documentation part for smooth sanctioning of home loan for clients & other
  documentation formalities.

# In the year March 1995 to December 2005: Bengal Tracom Pvt Ltd (A Unit of Bengal Electrical Industries (Largest Retail Telecom Distributor of Command Cellular Phone Service & Canon Electronics) as Senior Sales Executive

# **Responsibilities:**

- Involves planning, identifying and launching new outlets.
- Preparing VM plan gram in consultation with the product teams and ensure timely deployment across all outlets.

  Outlets wise product placement and designing outlet wise promotional plan to achieve Net Sales targets.
- Preparing creative briefs of new product launches in circle and giving it to agencies to design the creative / campaign.
- Interface with the cross functional teams on key brand and business projects. Planning catchment activities for low performing outlet to increase footfall and net ads.
- Engaging with the vendors to ensure timely execution of the campaign. Mystery audit of all brand outlet, analyzing the data/trends and ensure min score is maintained on all 4 parameters viz. First Impression, Customer Experience, Staff Salesmanship and Closing & Last Impression.
- Interviewing, selecting and on boarding new retail executives. Determining training needs of retail executives & conducting suitable training program to enhance their skills leading to increased productivity. Mentoring and managing new recruits, thereby ensuring optimum performance
- Appointed various new dealers and distributors across Kolkata, South 24 Pgs, North 24 Pgs, Howrah and Hooghly
- Acknowledged as Best Target Achiever for the years 1996, 1997 & 1998

#### In the year February 1994 to February 1995: Eureka Forbes Ltd as Marketing Executive

#### > Responsibilities:

• Interfacing with manufacturers & vendors for procurement operation.

- Identifying the inventory bounce and minimizing stock-outs through optimum lead time in sourcing and improving the fill rates
- Recognizing key Stock Keeping Unit (SKU) & categories to improve the product life cycle.
- Ensuring necessary corrections to avoid bounce.
- Detecting slow moving Stock Keeping Unit (SKU) and identifying potential Point of Sales (POS) to liquidate the same.
- Documenting weekly & monthly inventory flow & purchase pipeline track by identifying zero and overstocked Stock Keeping Unit (SKU).
- Developing & processing requisitions & purchase orders.
- Administering product display and managing inventory within budget.
- Conducting expiry stock adjustment by negotiating with suppliers.
- Managing convenient availability of medicines and MHS products to customers through sale orders.
- E-commerce (Medplusmart.com) administering and monitoring their stock, supply and service
- Playing a key role in tracking & gathering market data; suggesting & implementing programs to prepare markets for expansion of business.
- Maintaining accurate inventory stock levels.
- Managing Inflow and Outflow of the stocks from the warehouse.
- Was Selling Agua Guard & Water Filter.
- Recognized as Best Target Achiever for the year 1995.

#### **EDUCATIONAL QUALIFICATION:**

- 1995 P.G. D (Adv. Honors). B.M. from Management Technological (Govt. Recognized) Institute of India
- 1992 B.Com (Honors.) from B.B. College, Burdwan University. West Bengal.

#### **OTHER's SKILL:**

- Sound Technical Knowledge at Building Construction & Engineering Division.
- Diversified knowledge at Legal Implications
- Specified and rich stake on Cost and Budget on the organizational accountability.

#### **COMPUTER SKILLS:**

• MS-OFFICE, working knowledge on ERP database system for real estate.

# **LANGUAGES KNOWN:**

• English, Bengali, Hindi.

# **HOBBIES:**

• Photography, Traveling, Surfing on Internet, Computer, Games

# **PERSONAL INFORMATION:**

Place :		(Suman Chatterjee)
Date:		
Expected CTC: as per en	mployer terms & conditions (negotiable)	
Marital Status:	Married	
Nationality:	Indian	
Date of Birth:	2 <sup>nd</sup> January, 1972.	