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**DEBASISH CHATTERJEE**

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| **DOB** | * Date of Birth:15th August 1966 |
| **Professional Resources** | * Bachelor of Commerce -University of Calcutta 1986 * MBA – NIBM Chennai– 2016 * PGDMM – MIT Pune 2014 * Professional training courses level I & II with N.I.S in the year 1996 & 1997. * Course in “Man Management and behavioral Science” with Tack Training International (in association with APTECH LTD) module I&II in the year January 2000 |
| **Profile Overview & Value** | * **Goal-Oriented, self-initiated, Leadership professional resulting into assured value addition,** * **3 decades of FMCG experience with diversified industries,** * **Fresh, fresh chilled, Frozen Poultry, aquaculture (fresh), soap, detergent, personal care, oral care, Dairy, Insecticide, Hosiery product experience.** |
| **Career Summary** | * **Globus Resources Limited –Fresh & Frozen Poultry & Aquaculture Business – TRITON GROUP–Business Head Sales, Operations, Admin & Marketing– Lagos, Nigeria, West Africa – May’16 – Jan’2021** * **GIVANAS Industry Nigeria Ltd- Soap & Detergent-**   **Head of Sales & Marketing- Lagos Nigeria**  **- Jan’14 to March’16.**   * **European Soaps & Detergents Limited,**   **Lagos Nigeria, Zonal Sales Manager**  **June’11 to Dec’13**   * **Reliable Tracom Pvt Ltd (Kharkia Steel)– Disposable Items- Zonal Manager – south India (Tamil Nadu, Kerala, Karnataka & Adhra Pradesh)- June 2010 – June 2011.** * **Anchor Health and Beauty Care Pvt. Ltd – Oral Care & Personal Care- Branch Manager-Kolkata, Hyderabad, Indore. Feb’08 – Jan’2010.** * Maxwell Industries Limited (VIP under Garments), Area Sales Manager - East (Kolkata) Jun ’03 – Feb ‘08 * **Bayer (India) Ltd-Consumer Care (A Bayer AG Affiliate)** **Joined as a Sales Officer –**   **Promoted to Business Development Manager**  **March’96 – May ’03**   * **Dalmia Industries Ltd**   **(Sapan Dairy, Ghee, & Baby food)**  **Joined as a Sales Representatives**  **Promoted to Field Officer – Orissa**  **Jun’90 – Mar’96** |
| **Core Area** | * **Business Development, revenue, contributions, Debtors management, Strategy, Planning, Budget, Forecast, KPI, Branding, Marketing, BTL, Promotions, operations, Channel Management, Distribution, Team Building, Training, Productivity, Recruiting, new product development & launch, Market analysis, Startup business, Pricing, Profitability & PNL, Inventory, store, logistics.**   **CRM, B2B, B2C,GT, Retail, HORECA, QSR, MT, S/MKT, OTC.** |
| **Address** | Permanent: Godrej Prakriti, YT-502, Block – P, 187F/1 B.T.Road  Sukhchar, Kolkata – 700115, West Bengal, India. |
| Language Proficiency | * English, Hindi, Oriya and Bengali |

**Functional Skills:**

**Strategy Planning/ Profit Centre Management**

* Formulating all round development strategies, with accountability for profitability; forecast and prepare annual sales budget in line with the operating plan.
* Developing a comprehensive sales plan for a region, this takes into account market size, growth, competition, brand plans, people strengths and distribution infrastructure.
* Managing complete business operations with accountability of profitability, forecasting monthly/annual sales targets & executing them in a given time frame.

**Sales & Marketing**

* Conceptualizing and implementing sales promotional strategies as a part of brand building and market development effort.
* Forecasting monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
* Devising & effectuating competitive selling programs/strategies to improve the product awareness and enhance business growth.
* Restructuring and standardizing initiatives to enhance operational efficiencies and escalate business.

**Business Development**

* Developing new clients by comparative study of market variable such as cost etc., and providing them with superior service.
* Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies.
* Devising brand activity plans targeted at brand growth, & sales infrastructure planning to ensure quality standards in field working & target achievement.

**Distribution Management**

* Identifying and networking with financially strong and reliable dealers/channel partners, resulting in deeper market penetration and reach.
* Handling cost effective logistic operations & seamless materials movement to ascertain sufficient inventory levels at each sales outlet/ distribution channel.
* Ensuring effective receivable management by maintaining stringent credit control thereby reducing the incidence of bad debts and meeting collection targets.

**People Management**

* Motivating, mentoring, guiding and monitoring RSM, ASM & frontlines executives to achieve goals within the set parameters.
* Assessing the training needs, developing sales programs/ schedules and imparting the training as per the requirement mapping of the sales team.
* Developing the selling competence of front-line sales force- through audit of selling processes and assessment of skills and providing inputs and guidance where necessary.

**Last Assignment:**

**GLOBUS RESOURCES LIMITED NIGERIA (POULTRY & Aquaculture) – TRITON Group**

**Business Head-Sales, Operations, Admin & Marketing–Fresh & Frozen POULTRY, Aquaculture**

**West Africa – Lagos, Nigeria**

**May’16 to Jan’2021,**

**Operation Channels – GT, MT, B2B, B2C, RETAIL, H/D.**

**Customer channels – Whole Sales, HORECA, QSR, MT, S/MKT, Retailer, Corporate, Institutions.**

**TRITON Group is the largest importer of Fish & sea food in West Africa,**

**Started diversification with poultry business with Hatching, farming & process in Nigeria for producing fresh, fresh chilled, frozen chicken,**

**Started AQUA business with Farming Cat Fish, Tilapia in Nigeria & Ghana for live, fresh chilled & frozen fish.**

**Responsible for overall operations, building team, infrastructure, deeper distribution, Channel, pricing, profitability, develop new segment, think out of the box, logistic, building the brand for frozen chicken.**

**Marketing & create a new segment as profit earning center.**

**Channel development & product development for channel**

**Reporting to CMD and Business Head.**

**Achievements:**

**Customer base from 200+ till 2000+,**

**Depth of distribution till 100000+ population towns,**

**Handling a business of USD $ 3.6 mln per month.**

**Utilizes & exceeded the maximum capacity level of processing plant Ensure of constant net profit for 28 months,**

**Established as Second highest poultry & highest aquaculture producer in the Country,**

**Established a 500% business growth since joining,**

**Established three new channels of operation & customer for reaching to lowest level of people in society.**

**Introduced new SKU to reach the poorest section of society.**

**Debtors aging from 123 days till 9 days.**

**Stock level from 139 days till 3 day’s,**

**Inbuilt the operational infrastructure for delivering fresh, fresh chilled, frozen delivery end to end customers, from 1 tonner till 20 tonner for entire country with a zero spoiling record.**

**Previous Assignments:**

**GIVANAS INDUSTRY NIGERIA LTD,**

**HEAD OF SALES & MARKETING – Soaps & Detergent**

**LAGOS – NIGERIA,**

**JAN’14 TO MARCH’16.**

**The Fastest growing Personal care Company in Nigeria.**

**Beauty Soap- APRIL, HALA, FAX & IVORY, PERFUME, BODY SPRAY, TALCOM**

**Multipurpose Soap (Wrap)** - **SAMBO, SO FRESH,**

**Multipurpose Soap (Naked)- HOME FRESH,**

**Medicated Soap - MEDICELL,**

**Liquid Detergent- HOME FRESH.**

**Achievements:**

**Established Givanas as Fastest growing Soap Company in Nigeria,**

**Established April as the soaps for poorest section society &**

**Established distribution up to 50000 population towns for reaching to the last possible customer.**

**Introduced 85 new distributors & through them increased customer level from 10000 till 100000**

**Established a 300% & 200% growth in the year 2014 & 2015 over last year.**

**Introduced two brand extended SKU for reaching till poorest section of society.**

**Reported to GROUP MD – OWNER**

**Handled a business of USD $ 2.0 MLN PER MONTH**

**Expanded the distribution in all over Nigeria,**

**Make presence in all the states in Nigeria.**

**National Sales Manager**

**European Soaps & Detergents Limited,**

**June’11 to Dec’13**

**Lagos - NIGERIA**

* Bubble Premium, Bubble Gold(Laundry soap)
* SAFA, PURE, PRIDE (Toilet soap), SWIFT(Multipurpose) & ASEPSO, FRESH LIFE (medicated)
* Heading the zone as Sales Manager with a team of 6 RSM, 29 SE, 3 RSI, 50Merchendiser, 12 Van SE & 20 promo van with 150 promoters.
* **Successfully Implemented the van operation & turn around as profitable unit.**
* **Successfully Implemented the Super Market Operation & make Presence in more than 100 S/M.**
* **Increase the distribution, visibility & open three major town operations.**
* **Given new birth of Dolphin toilet soaps at South.**
* **Given a significant growth in south in concern to sales.**
* **Accountability of $.67milion pa.**
* **No. 1 on Laundry & Box soaps (Toilet soaps) in NIGERIA.**

**Reliable Tracom Pvt Ltd- (Kharkia Group)**

**Diposable items- Zonal Manager South India**

**(AnhraPradesh, Tamil nadu, Kerala & Karnataka)**

**June’2010 to June’2011**

* **Handled South India Operations for Disposable items**
* **Inbuild total distributional infrastructure**
* **All major towns of 4 states was appointed dealers & distributors,**
* **Has appointed 60+ distributors/ dealers within an year.**

**Anchor Health and Beauty Care Pvt. Ltd. (Oral Care & Personal Care)**

**Feb’08 – Jan’10**

**BRANCH Manager -Kolkata, Hyderabad & Indore,**

* **Anchor Tooth Paste, Tooth Powder, Tooth Brush & Dyna Beauty Soap**
* **Headed the region as Branch Manager-Indore (MP) from Apr’10-Jan’10 as Profit Centre Head with a team of 6 ASE’s & 33 SR’S with accountability of Rs. 4 Crores p.a. revenue of annual basis.**
* **Worked as Branch Manager – Oral Care - Kolkata from Feb’08 to Mar’09.**
* **Worked as a Branch Manager – Personal Care Hyderabad Apr’09 – August’09**
* **Worked as Branch Manager-Indore Oral Care from Aug’09 to Jan’10.**

**Key Achievements:**

* Worked as Branch Manager of Kolkata, handled a business of Rs.4.00 cr. P.a.
* Appoint new C & FA. At Kolkata & Close down Agent system.
* Reduce operational cost by appointing C &FA & closing agent system at Kolkata.
* Implemented weekly forecast by field force & weekly billing by distributors.
* Reduced cost to sales from 14% to 9% in Kolkata.
* Open 15 new towns & reopen 15 towns in Kolkata region.

Maxwell Industries Limited (VIP under Garments)

Jun ’03 – Feb ‘08

Area Sales Manager - East (Kolkata)

* Headed the Entire Eastern Region as a Profit Centre Head
* Lead a team of 6 ASE’S &21TSE’s with accountability of Rs.9.00cr. p.a. revenue of annual basis.

**Key Achievements:**

* Implemented distributional network in the region.
* Identified and appointed 42 new distributors in the region.
* Instrumental in securing 20% Market share in the region.
* Distinction of generating the highest growth in the Country in the last 2 years.

**Bayer (India) Ltd – Consumer Care (A Bayer AG Affiliate)**

**Joined Sales Officer - Promoted to Business Development Manager**

**March’96 – May ’03**

**Headed Kolkata from Dec’1999**

**Headed Jharkhand & Bihar from Oct 2001 to May 2003**

Product Line: Baygon oil spray, Aerosol, Mat, Mosquito Coil, Liquid Vaporizer, Bait & Hand Sprayer

**Key Achievements:**

* Headed the C&FA operations of Kolkata, Jharkhand and Bihar.
* Instrumental in accomplishing the 100% target given by the company in 2003.
* Distinction of escalating the distribution depth by 9%.
* Headed the strategic and successful launch of FIK, CIK, Genius System, Refill and Bay Fresh Air Freshener. Generated the Market share in FIK, CIK, more than 40%.
* Played a major role in re-launching and establishing the product “Baygon Chalk”; achieved 15% market share.
* Merit of attaining the Highest Growth in Baygon Power Aerosol in 1997.
* Secured 3rd position in Eastern Region in 1997 and 2nd in 1999 for exceeding the targets.
* Recognized as the Best BDM in the COUNTRY for the year 2001.
* Handled 6 S.O. & 10 ISR. With a contribution of 50% of total sale in the region.
* Appointed 9 new distributors & 1 C&FA & open 3 new town.

**Dalmia Industries Ltd – Sapan Dairy Products**

**Field Officer - Orissa** -**Jun ’90 – Feb ’96**

Product Line: Sapan Ghee, Dairy Special, SMP, Active-25, Milk Care etc.

* Joined as Sales Representative & Promoted to Field Officer

**Key Achievements:**

* Handled the sales and marketing operations for Sapan Brand Milk Powder, Ghee and Milkcare Baby Food in the territory of Orissa with a team of 2 ISR.
* Instrumental in accomplishing the highest sales turnover both volume & value wise (1.5cr. p.a.) in 1992-1993.
* Received the Best Sales Personnel award in the Country in 1993-94.
* Distinction of attaining a 40% growth in Regional Sales of Sapan SMP in 1994.
* Recognized as the Regional Topper of May-June 1995.
* Handled a team of 2 ISR and attained a sales growth of 40% in total territory.
* Acquired a market share 50% on Milkcare, 25% on Dairy Special & 40% on SMP.
* Appointed 7 new distributors & open 7 new town & given atleast 500 new outlets.

**Work Shops Attended**

* Training course on “Breaking the Barriers” Conducted by Tack-Training International
* IT SKILLS: Basic computer knowledge in Windows, Microsoft Word, and Internet Browsing.

Thanks & Regards

**Debasish Chatterjee**