

CURRICULUM VITAE



Devbrath Mukherjee

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UNIQUELY QUALIFIED FOR: Strategic Planning / Branding / Lead generation / Negotiations

With organizations that need to ignite sales & marketing programme

PROFESSIONAL ABRIDGEMENT

Dynamic career of Sixteen years reflecting **pioneering experience and year-on-year success** in achieving revenue and business growth objectives. Outstanding success in building and maintaining relations with key corporate decision makers. Established large volume, high profit accounts with excellent levels of retention and loyalty. Well organized with a track record that demonstrates self-motivation, entrepreneurial ability, creativity, and initiative to achieve corporate goals.

Summary:

- **Mechanical Engineer from National Institute of Technology, Bhopal, India having Managerial & executive level experience of Fifteen years in leading Indian organizations** in business development & marketing , customer service & training .Currently in the business of **Solar** Photovoltaic business like Grid connected and off grid **Solar PV Power Plants, Renewable energy products** etc.

AREAS OF EXPERTISE

Strategy Planning
Client Engagement
Business development
New Initiatives / Set-ups
Strategic Partnerships
Key accounts management

Organic Business Growth
Seeding Early Stage Products
New Product Development
Channel Management
Mentoring / Training
Market strategy

New Business Development
ROI Accountability
Customer Relationship Management
Product Promotions & Launches
People Management
Customer service manager

Current Profile :

IFB INDUSTRIES LIMITED ,BHOPAL, INDIA

Aug 2015–Present

- As **Business Manager (Industrial Products & institutional sales)**

Company Profile: **IFB Industries Ltd.** is a reputed Indian company; one of India's premier industrial and engineering conglomerate.. Its journey about 50 years back & is synonym with highest quality standards & outstanding engineering capabilities. IFB is rated among one of the trusted brands in India . 50 Years of growth trajectory & diverse businesses offering industrial, consumer, Automotive, Agro, Travel and to every corner of India and across the globe is testimonial in itself.

The IFB Group touches the lives of millions of Indians who use its products.

Current Key Responsibilities:

As **Business Manager (Industrial Products & Institutional sales)**:

- i.) Responsible for growth of business unit.
- ii.) Preparation of **Business plan**, Revenue generation and lead to achieve the same
- iii.) **Co-ordinate & support the cross functional team** to achieve business plan
- iv.) Technology / Product landscaping
- v.) An **interface** among the OEM customers / technology collaborators \ providers \ Sales / R&D and product management team

► **GODREJ & BOYCE MFG. CO. LTD. ,BHOPAL, INDIA** May 2005–Aug .2015

- As **Manager (Business Development & Marketing) Renewables** in Since May, 2012 to Nov. 2015

Prior to that :

- Manager -Business Development (Appliances division) , April 11-June 12
- Dy. Manager –Customer Service (Appliances division) , April 08-March 11
- Asst. Manager- Customer Service (Appliances division),April 07- March 08
- Sr. Executive –Service Training(Appliances division), May 05- April 07

Company Profile: **Godrej and Boyce mfg. Co. Ltd.** is a part of reputed **Godrej group**; one of India's premier industrial and engineering conglomerate.. Its journey began in 1897 with the manufacture of high quality locks and continues with its outstanding engineering capabilities. Godrej is rated among one of the trusted brands in India . 115 Years of growth trajectory & 15 diverse businesses offering industrial, consumer, office products and to every corner of India and across the globe is testimonial in itself.

The Godrej Group touches the lives of 400 million Indians who use at least one of our products every single day. Godrej touches the lives of one-third of the Indian population every day.. For more details kindly visit <http://www.godrejandboyce.com/>

Current Key Responsibilities:

As **Manager (Marketing)**:

- vi.) responsible for growth of business unit.
- vii.) Preparation of **Business plan**, Revenue generation and lead to achieve the same
- viii.) **Co-ordinate & support the cross functional team** to achieve business plan
- ix.) Technology / Product landscaping
- x.) An **interface** among the OEM customers / technology collaborators \ providers \ Sales / R&D and product management team

As Sales coordinator,

- **Sales Planning**, Customer interaction / protocol, **Product qualification**, Price Negotiation, generation of techno commercial Reports & Present results in review meetings.
- Identify the potential customers, sense the needs, prepare sales proposals
- Documentation for product qualification from technical authorities / customers
- Follow up for Payments
- Preparation of field performance / feedback report of latest launched products and Coordinate with new product development team for product's performance Enhancement

Achievements :

- Repeatedly promoted during 9 year tenure with Godrej & Boyce in Appliances & Renewable Energy divisions , leading to current responsibility for managing Sales & Business development function in Renewable Energy Division & managing project & product sales in 2 big states of Central India i.e. Madhya Pradesh & Chattisgarh . This involves both Institutional as well as channel sales. In depth experience of Key accounts management, channel sales, managing dealers/ franchisee network, significant experience of using baan/ smartnet for analyzing & interpreting minute scale data .

Results:

- Brand building and business development in Godrej Renewable Energy division Appliances as well as Appliances division through sustained efforts .
- Meeting the Revenue figures on a quarter to quarter and annual basis regularly.
- Project & product sales to institutional/ corporate customers as well as chain of dealer network/ channel partners. Effectively managed technical sales, project as well as product sales.
- Mapping & reaching out to the potential customers adopting various means of marketing / selling , Planning & Scheduling the meetings , Preparation of detailed techno- commercial proposals , providing customized solution to them, holding discussions & further negotiations , achieving noteworthy success ratio in this highly competitive field competing with major indian as well as global players .
- Bidding for the projects in Govt. / Private sectors , keeping a track on the Tenders floated time to time thru various online as well as offline means and participating in these.
- Monitoring / tracking the data on a weekly and quarterly basis , analyzing the reasons for hit & miss ratio , taking the reports from the team /sending the reports to HO/ branch team , regular updation of these reports
- Enhanced customer satisfaction thru better service quality & feedback.
- Developed efficiency-enhancing capability /process improvements that made it possible to enhance service quality /technical competency/ warranty cost reduction/
- Decreased warranty expenditure by implementing quality assurance audits/ detailed analysis / skill development / standardization of processes/ customer feedback survey and standardizing procedures.
- .Establishing new products in the market/developing market .

Engineer- Sales

Served as technical sales & purchase officer to the management , visiting the industries & customers and ensuring business growth.

Results:

- Helped drive a significant growth in business .
- Quickly gained the reputation for managing techno commercial aspects in leading industries by maintaining a positive attitude and product knowledge / technical discussions/ negotiations & estimations.

Section Engineer

Successfully completed training in IRISSET ,secunderabad & posted as section Engineer (Signal).

Results:

- Completed the rigorous probation/training in Indian railway institute of signaling & telecom in IRISSET , secunderabad & posted . Successfully cleared the exam after completing of training & posted in Ganj Basoda near bhopal, MP.

Project Fellow

Handled projects in remnant life assessment & life extension of thermal power plant structures& components .

Results:

- Wrote research papers in remnant life assessment & modernization of thermal power plants.
- Attended National level seminar on remnant life assessment in Kolkata, India .
- Exposure to Non destructive testing methods & scanning electron microscope

Graduate Engineer

- Major stint in Indore & pune for Sales, marketing & service (In Bajaj Aurangabad & Pune Locations & Sanghi Automobiles, Indore)
- Handled projects in Sales, final assembly, machine shop & logistics in motor cycle & scooter division .
- Attended short term training in Sandvik Asia Limited Pune in cutting tools & inserts

Results:

- Measures to improve revenue figures/ customer satisfaction index
- Reduction in set up time of tools in machine shop.

- Improvement in loading & unloading system of components in logistics department.
 - Reduction in rectification processes in final assemble in motorcycle division.
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Extra Curricular :

- Attended training programs in Leadership & Management, Time & Stress Management, Team building , communication skills , Innovation and Creativity, Personality development Advance Excel, and other programs while in Godrej & other Leading organizations.
 - **Certifications for Kaizen awarded for various improvements (In Godrej)**
 - Winner of Safety Quiz and Safety Slogan in Godrej , Bhopal branch.
 - Member of Anti Ragging Committee while in College
 - Member of **Spic Macay(Cultural Organisation).**
 - Participated in college cricket.
 - Won various quiz and G. K. competitions in School and Colleges and other Occassions
 - **Attended National level seminar on Industrial Safety organized by National Safety Council(M.P. Chapter)**
 - Member of Mechanical Engineer Association.
 - Member of Graduate Engineers Trainee Cricket Team while in Bajaj Auto Ltd.
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SUMMER TRAINING /TRAINING & DEVELOPMENT

Twice received 15 days summer training in **M/S BHEL(BHOPAL)** during Pre Final and Final year. Training was in Steam Turbine section. Visual information, drawings and practical observations were gathered.

Attended short term and long term training programs in Godrej & other leading organizations :

- Leadership & Management skills
 - Advance Excel
 - Time& stress Management,
 - Team building ,
 - Communication skills ,
 - Innovation and Creativity,
 - Personality development
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COMPUTER SKILLS

Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Baan, smartnet, Autocad

PROFESSIONAL AFFILIATIONS

Mechanical Engineer's association of India
MANIT Engineer's associations

ACHIEVEMENTS :

- Received scholarship for getting first position in college during first year.
 - Overall rank was 10th (strength 65)
 - Attended seminars on Industrial safety and R&M (NATIONAL LEVEL)
 - Attended training programs in Leadership & Management, Time & Stress Management, Ms Excel, Innovation and Creativity, Personality development and other programs while in Godrej & other Leading organizations.
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U.G. PROJECT :

During final year Engineering, I carried out project work '**Safety Auditing Of Medium Size Industry**'. In **BHEL, Bhopal**. Area chosen was switchgear & rectifier section. Critical areas, process effluents were spotted and an audit chart was prepared.

REFERENCES:

1. Mr. Saurabh Pandey
CGM (Sales & Service),
Vardhaman Motors Private Ltd.
Bilaspur , CG – M : +91-9074149313, +91-9009986490
 2. Mr. Lalit Bais
Sales Manager
Godrej & Boyce Mfg. Co .Ltd.
BHOPAL
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ACADEMIC PROFILE:

Course	Institute/ University	Year	% / Division
Bachelor of Engineering	National Institute of Technology, Bhopal	1996	73/ 1st Division
H.Sc/ 10+2	Nalanda Public School, Bhopal	1991	68%/ 1 st Division
High School/ 10 th	Kalibadi School, Raipur	1989	81%/1 st Division
MBA	IGNOU University, Bhopal	2016	

- Note-Elective papers in BE(Bachelor of Engineering) course were operation research and materials management).

ADDITIONAL COURSE:

MCAD(Pentasoft, Hyderabad)	2002	A Grade
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The course was on PRO-E 2000 I and IDEAS MASTER SERIES 6.

PRO-E Project was of 72 hours duration and involved master modeling of Cam Shaft, Assembling , Drafting and Detailing.

IDEAS Project was also of 72 hours duration and involved master modeling, Assembly , Drafting and Detailing of Proximity Switch.

Internation clients handled : UK, Canada, UAE, USA, Germany, USA (Temporis Capital UK, Bosch , Kingsbury power, Midea, Gree, Galanz, etc.)

On line Marketing done : Linkedin, Facebook, Twitter, Google etc.

Personal Profile:

Name : Devbrath Mukherjee

Father's Name : Mr. T. K. MUKHERJEE

Gender : Male

Religion : Hinduism

Citizenship : Indian

Date of Birth : 29/08/1973

Height & Weight : 5'8", 75 Kg.

Eye Sight : 6/6 Normal

Marital Status : MARRIED

Identification Mark : Cut Mark On Forehead

Category : General

Hobbies : Computer, Reading , Cricket, Driving, Music, Astrology, Science

Passport Status : Available

Passport Number : **G-6055132 (valid upto 2018)**

Languages Known : English, Hindi , Bengali & Sanskrit

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I hereby certify that the information given above is correct and true to the best of my knowledge.

Date:01st March, 2016

Place: Bhopal

(Devbrath Mukherjee)