



ABIR CHANDRA

(abirchandra@gmail.com / +918658115480)

A professional with 8+ years of experience in FMCG, Sales, Marketing, Business Development, Market Entry, Channel Management & Expansion, Product Launch & Growth, Contracts & Project Management
Retail Engineer → Asst Manager → Area Manager → Sales Manager → **National Business Manager**
----- 2010 ----- 2013 ----- 2017 ----- 2018 ----- 2019 -----

- B2B Sales & B2C Sales
- Product Launch
- Growth & Expansion
- Channel Management
- City Launch
- Market entry
- Start-up
- Marketing
- P&L handling

PROFESSIONAL EXPERIENCE



Café Coffee Day

Setting up of end to end FMCG channel, B2B Sales, B2C Sales, managed P&L, brand development, set up sales team, launched new products, launched new cities & expanded business nationally

National Business Manager

Dec'18 – Jan 20

- **Heading the FMCG division**; Setting up new FMCG revenue stream with Beverages & Snacks for the first time in the company
- Developed & implemented Go-to Market strategy, Route to Market and Sales & Marketing strategy to enter the FMCG space
- Improved channel revenue by 80% across 1800+ outlets by re-structuring sales, supply & marketing activities
- **Launched Energy Drink "STORM"** & established a new business of \$2M in a span of 6 months across 5 cities



Anheuser Busch Inbev (ABInbev)

Managed P&L of +\$55Mn, Sales (B2B & B2C), increased revenues, expanded channels, launched new products(Becks Ice, Budweiser draught, Corona), launched new cities, grew market share, set up sales team & grew business nationally

State Head (Sales Manager of High End Company for Karnataka State)

Dec'17 – Nov 18

- Managed a P&L & generated an annual revenue of ~\$40Mn by leading a sales team of 17 members for the state Karnataka
- Added \$4 Mn in annual revenues by closing the largest ever national contract with Spencer's spanning over 7 states
- Negotiated & finalized **10+ national contracts** & increased sales by more than 200% in the respective accounts
- Improved market share by 50% to become the **market leader** in the High-End Channels for 2018 in Bangalore
- Headed the **end to end launch plans** (RTM, Volume, Marketing) for 3 products & **Expanded 4 existing brands** in Karnataka

City Head (Area Manager of High-End Company for Kolkata City)

May'17 – Nov'17

- Managed a P&L & generated an annual revenue of ~\$15Mn by leading a sales team of 25 members for Kolkata
- **Launched 4 international brands** (Corona, Hoegaarden, Leffe, Stella) in West Bengal & grew state revenue by 20%
- Analyzed existing channels & optimized budgets by **introducing first of its kind discount slabs**: Scaled up nationally later
- Introduced **first of its kind performance analysis matrix** to improve sales & rationalize channel partners & retailers



Questkey Solutions Pvt Ltd (Founder & Director)

May'17 – Present

Advise & Mentor Start-ups on Strategy & Execution for growing business, increasing revenues, branding & marketing
Startups working with ; Recro (Tech staffing), Gapoon (B2B Maintenance), 10Min (FMCG, Grocery), PvoT (Fin Tech)



Indian Oil Corporation Ltd (Marketing Division)

Strategized & executed outlet expansion, launched new outlets, improved channel sales, introduced new marketing schemes, managed \$10Mn+ launch & marketing budgets, established new retailers & managed 500+ dealer base

Assistant Manager Retail (Managed southern & coastal Orissa)

Aug'13- Feb'16

- Led a 25 member team & **expanded dealer base by 50%** across Orissa generating incremental revenues of \$120Mn+
- Led a 10 member team & **turned around 50+ loss making accounts** by designing KPI's & introducing performance matrix
- Managed budgets of \$5Mn+; Introduced campaigns, improved brand visibility & restructured outdoor advertising strategy
- Improved scheme effectiveness by 30% by **introducing data driven systems** for budgets & resource allocations

Retail Sales Engineer (Managed city sales & support function)

Aug'10- Aug'13

B2B Sales, designed & implemented sales processes, drafted sales policies, managed 250+ channel partners to drive revenues

- Achieved 50% faster growth than industry in 2012-13 by managing a sales area of 50+ dealers & annual revenues of \$70Mn+
- Trained 500+ sales force; Managed 250+ channel partners & 50+ contractors & vendors to drive revenues
- Negotiated agreements with 100+ channel partners & initiated long term partnerships to improve customer experiences

EDUCATION

Indian School of Business - PGP in Management (Marketing & Operations)

Apr'16 – Apr'17

- Alumni Coordinator for the Entrepreneurship Club: Mentored Start-ups, conducted pitching sessions & initiated VC tie-ups

Vellore Institute of Technology - BTech (Mechanical Engineering)

May'06 – May'10

- Ranked 2nd in the University out of 180 students for the first 3 years & won Merit Scholarships for 4 consecutive years

EXTRA CURRICULAR

- A **Travel photographer** (Covered **170+** destinations): Accounts in Flickr with 10000+ view & Nat Geo with 5000+ views
- **Adventure sports enthusiast**; Drag Races, TSD Car rallies, Cross country drives, Sky dive, bungee, Para sailing & Paragliding