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**Suryadeb Mukherjee**

**Mumbai**

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**BUSINESS LEADER WITH SALES, BUSINESS DEVELOPMENT & PRODUCT MANAGEMENT EXPERTISE**

**Professional Synopsis:**

25+ years of Work Experience with strong functional expertise across Sales, Marketing, Business Strategy, Product Management, Manufacturing and Supply Chain Management functions across industry sectors.

**Key Attributes / Achievements:**

* Worked as Business Head for a JV Company of Raymond Ltd; while handling the overall operations.
* Experience in Sales, Business Development, Product Management & Techno Commercial aspects of business with an initial career spanning Manufacturing, & Logistics functions.
* Worked across sectors during his career with Indian MNCs including Tier 1 Auto-component, specialty chemicals and textile sectors.
* Experienced in Key Account Management and Retails sales / B2B & B2C Sales to Automotive, Textile (Suiting & Shirting, Threads & Specialty Chemicals) and Retail sectors.
* Exposure to dealings and interactions with Indian, and global partners especially French & Japanese.
* Delivering results in tough and uncertain market conditions.

**Core Skills:**

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| * Key Account Management | * Business Strategy | * Business Development |
| * Multi-sector Market Knowledge | * B2B & B2C Sales | * Sales Planning |
| * Product Mgt & Product Launch | * Product Development | * Techno-Commercial |
| * Supply Chain Management | * Operations | * Multi-Function expertise |
| * Team Handling | * SAP knowledge | * Systems oriented |

**Academics:**

* B.Tech. (Textile Technology) from IIT Delhi, 1989-93
* Advance Diploma in Business Administration (ADBA) from Welingkar, Mumbai, 2016

**Work Experience:**

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| **Organization** | **Designation** | **Period** |
| Raymond Ltd | Dy General Manager - Suiting Division | 2014 onwards |
| Rayves (The marketing JV Company of M/s Raymond Ltd) | Business Head | 2009- 2014 |
| BMD PVT. LTD | Assistant General Manager (Marketing) | 2005 - 2009 |
| India Glycols Ltd | Industry Manager | 2000 – 2005 |
| Vardhman Threads | Assistant Product Manager | 1998-2000 |
| Coats Viyella (I) Ltd. (Now Madura Coats Ltd.) | Asst Mgr | 1995 – 1998 |
| Arvind Mills, Ahmedabad | Logistics Officer | Jan 1993-1994 |

**Raymond Ltd, 2009 till date**

**Dy General Manager - Suiting Division Jul 2014 onwards**

**Sales Planning and Coordination Department (part of SCM)**

Worsted Suiting fabric with a revenue of around 2000 crores with a 60% market share in India and a network of around 2500 retail outlets across India.

Reporting to – Director (Sales Planning )

* Support the Sales Team to optimize sales revenue and profitability
* Assisting in developing retail strategies for assortment planning, pricing, product gap analysis and promotion of merchandise to meet the business objectives.
* Preparing the gross margin & costs comparison reports for various product categories.
* Sales & Operational planning to achieve better Fill Rate & Improving Deliveries of goods.
* Ensure Inventory Management with proper co-ordination with SCM/Warehouse in facilitating order fulfillment and servicing of dealers/sales force requirement.
* Working with SAP System for Order entry to Execution.
* Involved in SAP up-gradation (from SAP R/3 to S4 HANA).

**Achievements**: Instrumental in improving order attendance/OTIF and fill rate in the B2C business of annual turnover of Rs 2000 Cr.

**Rayves (The marketing JV Company of M/s Raymond Ltd)**  **May 2009 - June 2014**

**Business Head**

This is a JV with M/s Treves SA of France & M/s TB Kawashima of Japan.

Product - Automotive Seating Fabric

Reports to The Board of RAYVES

* Business Head involved in sales of car seating fabrics in India.
* Handled BD, Product Development, Techno Commercial aspects dealing with JV partners.
* Initiated communications & visits of key global and domestic customers to Rayves facilities for quick acceptance.
* Acquisition of business from domestic and global auto majors
* Developed the business strategy and long term sales plan
* Inducted & trained in France & Spain during initial part of role.
* Eventually Raymond sold off their stake in this business.

**Achievements**:

* Dealt and interacted with all Indian & MNC automotive clients in the Passenger Car and SUV sector.
* Obtained market acceptance of products as per specific norms.
* Bagged orders of passenger car seating fabrics from Honda, Tata Motors, Toyota and Renault.

**BMD PVT. LTD - Assistant General Manager (Marketing) Sept 2005 - Apr 2009**

Products - Automotive Seating Fabrics - Automotive Textiles Divn. of LNJ Bhilwara Group, Noida (UP)

* Handling key accounts across passenger car manufacturers and their Tier-1 seat manufacturers.
* Customers included leading OEMs viz. General Motors, Ford, Toyota, Mitsubishi, Volvo trucks. Responsible for responding to RFQs which included feasibility study of customer requirement, new product development, pricing, preparation for customer audits.
* Customer servicing by being instrumental to ensure OTIF (On Time in Full) delivery to the Tier-1 suppliers (seating system manufacturers- viz. Lear Seating , Tata Johnson Controls etc).
* Overseeing warehousing activities.

**Achievement:** Bagged orders from Ford India Ltd., General Motors and Toyota

**India Glycols Ltd - Industry Manager May 2000 - Aug 2005**

Products - Surfactants and Specialty Chemicals (the largest manufacturer of Surfactants in India)

* Product Management and Promotion of Textile Processing Chemicals with pan India responsibility.

**Achievement:** Was part of team which developed hi-tech products, involved in field trials and successful launch.

**Vardhman Threads - Assistant Product Manager 1998 - 2000**

Part of Vardhman Group, reputed textile major with interests in yarns, threads, fabrics

* Product Management, Product Development, and Promotion of Embroidery Threads with a Pan India responsibility.
* Job included market research, product development and market development (conceptualizing product promotion events) requiring frequent travel to branch locations.

**Achievement:** Launched new category of premium hand embroidery threads, designed and oversaw market promotion activities resulting in surge in sales.

**Coats Viyella (I) Ltd. (Now Madura Coats Ltd.) 1995 - 1998**

Products – Sewing Threads

Joined as Management Trainee (Manufacturing), Ambasamudram unit, Tamil Nadu (1995-1996)

* Technical Training in Manufacturing of cotton, polyester, Nylon threads with emphasis on Chemical Processing.

Assistant Manager (Wet Processing, Serampore unit, West Bengal (1996-1997)

* Responsible for Production Management (production planning & execution), Purchase, Statutory Compliance, implementing systems for the processing 20MT of thread per month.

 Transferred to the Ankaleshwar Unit, Gujarat (1997-1998)

* Similar to earlier role but for a larger unit of 60 MT thread per month

**Arvind Mills, Ahmedabad 1993 - 1994**

Logistics Officer- Shirting division, 1994

* PPC function with close interaction with Sales, Product Development.

Management Trainee, 1993

* Cross functional training with emphasis on Shirting Business.

**Other Particulars:**

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| **Date of Birth**: 7 Feb 1969  **Address:** 11-C Regency Park Tower-B, Edenwoods, Gladys Alwares Marg, Thane (W) – 400610, Maharashtra |
| **Family:** Wife (in Education Industry), Son (class XII) and mother**.** |