ARITRA BHATTACHARYA

**SENIOR MANAGEMENT PROFESSIONAL**

**Business Growth Planning – Sales & Marketing – Business Development**

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| EDUCATION  **Master of Business Management (Marketing),** School of Management, Indian Institute of Technology, Kharagpur, India  1994-1996  **B.Pharma,** Birla Institute of Technology, Ranchi, India 1987-1991  PERSONAL VITAE  Place: India  Date of Birth:  12th March, 1969  Marital Status: Married  Languages:  English, Hindi, Bengali  AREAS OF EXPERTISE   * Executive leadership * Optimal resource allocation * Faster go-to market strategy * Multi industry exposure   ACADEMIC PROJECTS  Title : Role of corporate Advertising in Marketing – under Prof. Guy Baniville, Dean Creighton University.  Title : Repositioning of Harpic – A Household Cleaner – at Reckitt Coleman, a Brand positioning exercise.  OTHER APPOINTMENTS  Field Sales Manager - Core Healthcare (1992 – 1994**)**  Product Executive - Glaxo, Mumbai (1996 – 1997) | * PROFILE * With over 25 years of sales and business management experience across top brands, geographies and industries ,I have the required skills & confidence to deliver the desired results. I have done my MBA from IIT, Kharagpur & have worked in India & Middle East. * My expertise is across channel ( Traditional Trade- Resellers(Whole sellers) grocery , hardware, sanitary ware , Battery ,Lubricants, Modern Trade (Carrefour,Lulu,Gulf Mart,Nesto etc),Retail ( Company owned , FranchiseeCoCo,FoFo etc),Service Centres, Petrol Pumps ,B2B . Designing digital strategy & tie ups with online channel etc. * Formulating optimal beat coverage plan, New Outlet expansion, Alternate channel and increasing channel & team productivity. Budgeting ,SOP ,Training have been my strengths.   PROFESSIONAL EXPERIENCE  General Manager Sales & Distribution, India Domestic & International - Fogla Corp (Packaging & Chemicals),India Aug 2019- Nov 2020.  **Aug 2018 – July 2019**   * (German Mirror Oil )Consultative roles with various companies in India, Dubai & Bahrain. (Lubricants, Telecom, Services)   **July2016 – Aug 2018**  **MULTICOM ENTERPRISE (TOTAL LUBRICANTS,Battery), BAHRAIN (Country Head Sales & Operations)**   * Handling group sales of annual turnover $13 million - lubricants, building materials, Sanitary ware&automotive. (Brands eg Total, Formula One) * Sales channel Development and Distribution. * Retail Management, Key Account and ModernTrade Management. * Leadership, Training and Coaching. * Budget, P&L, Supply Chain and Procurement.   **Feb 2014 – Feb 2016**  **VIVA STC TELECOM, BAHRAIN (Country Sales Head - Assistant General Manager)**   * In charge of Viva Telecom sales & distribution for entire Bahrain through a team of 60 personnel & 3500 retailers. Pre Pay, Post Pay, 4G Sale through multi branded outlets and Modern Trade. Annual turnover of $160 Million. Highest Sales turnoverduring my tenure. * Introduced Sales Force Automation to increase process productivity.   **June 2005 – Jan 2014**  **TATA TELESERVICES LIMITED/TCS (Sales Head - Deputy General Manager)**   * Sales in Mass Market & Branded Retail of Data / Handsets / Recharge Vouchers. Grew over a period of two years from Zonal Head to Circle Sales Head and with progressively larger responsibilities and head a 100 member team and managed businesses over Rs.140 crores with 120 distributors. Responsible for P&L, EBIDTA, Distribution Coverage and Channel Management. Accomplished width of distribution in 15,000 outlets. * Worked with Mckinsey & co. on a national distribution project for increasing depth and width of products. Pilot was done in India (Hub & Spoke Model).   **July 2004 – May 2005**  **AIRTEL (Senior Manager)**   * Played a key role in New account acquisition of SME accounts and retail customers . * Awarded certificate of excellence after successfully handling a turnover of Rs.50 crores with a team of 7 employees and a channel strength of 90 personnel.   **Oct 2003-June2004**  **FHPL Family Health Plan (Regional Manager)**   * Sale of Health Insurance in Eastern India   **April 2001–Sept 2003**  **HDFC STANDARD LIFE (Senior Manager)**   * Sale of Life Insurance in Eastern India   **Feb 1998-Mar 2001**  **RECKITT PIRAMAL FMCG/OTC/Consumer HealthCare (Area Sales Manager)**   * Spearheaded operations involving C & F, Inventory Management, Accounts and distribution network of 100 Dealers ultimately catering to a retail base of 7000 Retail Outlets India & Nepal. * The brands handled were Dettol, Dettol Shaving Cream, Lacto Calamine, Burnol & OTC Brands like Saridon etc. * Accomplished growth of nearly 30% in sales with an increase of a distribution strength of about 100%. * Awarded the MD’s Letter of Appreciation for excellent contribution to the Joint Venture. * Productively handled annual turnover of over Rs.20 Crores and team size of employees of 12. |