ARITRA BHATTACHARYA

**SENIOR MANAGEMENT PROFESSIONAL**

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

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India

 

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| EDUCATION**Master of Business Management (Marketing),** School of Management, Indian Institute of Technology, Kharagpur, India1994-1996**B.Pharma,** Birla Institute of Technology, Ranchi, India1987-1991PERSONAL VITAEPlace: IndiaDate of Birth:12th March, 1969Marital Status: MarriedLanguages:English, Hindi, BengaliAREAS 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 APPOINTMENTSField 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.
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