



Subhankar Banerjee



Strategic Business Planner
with P&L responsibility in
Sales and Marketing

Kolkata , WB,
INDIA



PERSONAL INFO

BIRTH DATE

11th September 1974

NATIONALITY

Indian

YEARS OF EXPERIENCE

20+ years



CONTACT INFO

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+91 8100272645

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LINKEDIN

<http://www.shorturl.at/nBD68>

Soft Skills



Communicator



Innovator



Thinker



Collaborator



Intuitive

Experience in roles – Roles wise

ABOUT ME

Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through Strategic Planning Sales & Marketing, Key Account Management, Effective distribution and Channel Management. **Excellent in meeting sales financial objectives by forecasting requirements, preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.**



EDUCATION

PGDBM (Marketing),
IISWBM, Kolkata

GRADUATE, B.Sc.,
Calcutta University

HIGHER SECONDORY (10+2),
WBCHSE, Dr. Shyama Prasad
Mukherjee Institution

2000

1996

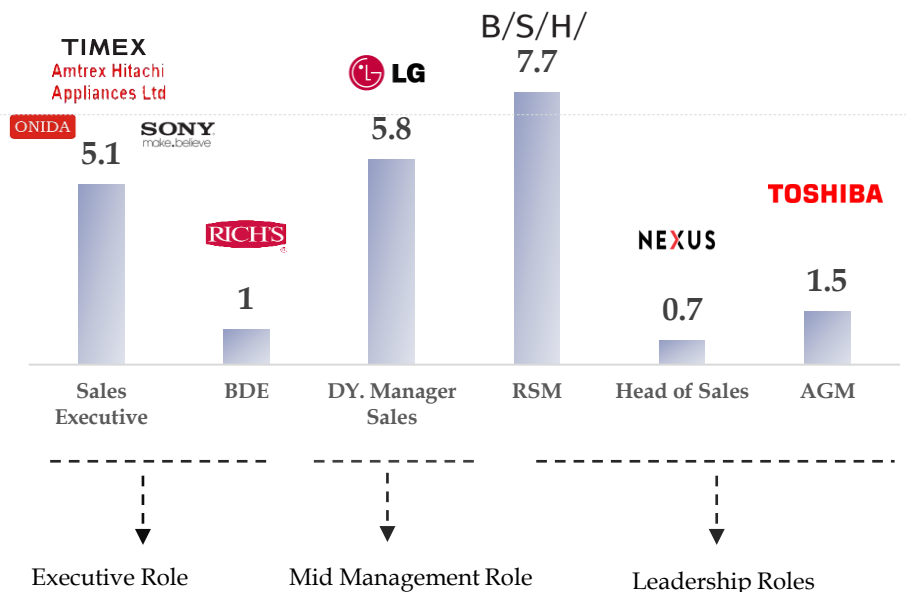
1993



EXPERTISE



- Strategic Business Planning
- Sales & Marketing
- Product Expansion
- Business Development
- Inventory Management
- Merchandising
- Client Management
- Key Account Management
- Team Building & Leadership



- A resilient professional with more than 20 years of experience in **Sales & Marketing and Business Development** with creating action plan for short, medium and long-term **strategic financial objectives** for the organization with the full ownership of **P&L** for the business unit.
- Expertise in achieving **sales area objectives** by contributing to area sales information and **recommendations to strategic plans and reviews**; preparing and completing **action plans** and implementing, enhancing **human productivity quality**, and customer-service standards by resolving problems and motivating people, **completing audits, identifying trends**, determining area sales system improvements and implementing change accordingly.
- Capabilities in **analyzing latest marketing trends, tracked competitors' activities** & provided valuable inputs for fine-tuning **sales & marketing strategies**.
- **Efficient in rolling out plans for business partners and aligning it with the company's objectives**; monitoring the timely launch & availability of new products across all retail counters
- **Excellent in meeting area sales financial objectives by forecasting requirements, preparing an annual budget, scheduling expenditures, analyzing variances and initiating corrective actions**
- **Maintains and expands customer base by counseling district sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities**

Work Experience

• MIDEA INDIA PVT LTD. as AGM SALES

TOSHIBA

○ Key Result Areas:

- Responsible to start up TOSHIBA HA business in eastern part of India.
- Started with two RR channel with 46 POS and ten no's, of DD channel.
- Maintained DSO level within 33 days and DIO level within 47 days.
- Supervising the ISD, s to maintain proper sell out daily.
- Conducting training session for new product time to time.
- Planning of products indenting by identifying the future demand and reduce the lead time for deliveries.
- Implementing secondary activity like live demo, fair, to increase the extraction.

• DEEKAY GROUP OF COMPANIES LTD (NEXUS LAGOS, NIGERIA, AFRICA)

NEXUS

as Head of Sales Modern retail, Online and B2B

• August 2019 – February 2020

○ Key Result Areas:

- Supervising effective distribution system modern retail for Nexus brand of Home appliances in pan Nigeria through proper planning and, monitoring.
- Executing sales for Lagos, PHC, Abuja, Kano through Modern Retail Counters, Company Owned brand shop, online channel and B2B customers.
- Maintaining equal ratio of primary and secondary for the channel partners. Aging stock and liquidating the same on daily basis with innovation sell out plan.
- Monitoring innovative product category and the growth engine category closely.
- Formulate and Implement secondary activity to increase the extraction at store level.
- Facilitating the people to drive maximum business; managing the sales for modern retail for entire Nigeria, maintaining good hygiene & steady follow-up with the buyers.
- Emphasizing for proper display, VM, POP to different customer counter to maximize the sale. Examining the competitors' activities, pricing, and new product launch for proper MIS on month-to-month basis; sharing technical knowledge & information about the market with business partners.
- Negotiating the terms of business with business partners for maximizing the sales and improving the market share; finalizing trade partners incentive scheme on monthly basis.
- Planning of products indenting by identifying the future demand and reduce the lead time for deliveries.
- Formulating MIS reports relating to sales analysis to facilitate the marketing decision making process.
- Conducting regular product /sales training program to motivate the merchandisers for extracting better secondary Sales;
- Developing pricing strategy for products and responsible for overall GP (CM1) for the HA category.

○ Highlights:

- Successfully accomplished triple digit growth for online channel partners Jumia.com on high base.
- Consciously reduced trade partners ageing with proper follow-up and reduced the DSO for the Company.
- Successfully launch display matrix for retail trade partners and two SIS for retail partners.

• Work Experience

Subhankar Banerjee

B/S/H/

• BSH Household Appliances Mfg. Pvt. Ltd. as Regional Sales Manager (Eastern India)

• January 2012 – July 2019

○ Key Result Areas:

- Setting overall statutory norms and guidelines provided by the company including all the branch offices
- Supervising effective distribution system, C&F agent for proper warehousing and distribution.
- Executing sales for Kolkata , Howrah, Hooghly district through direct dealers and distributors respectively; driving built-in business for premium products through kitchen dealer in Kolkata
- Maintaining equal ratio of primary and secondary for the channel partners. Aging stock and liquidating the same on daily basis. Monitoring innovative product category and the growth engine category closely.
- Implementing secondary activity like live demo, mela, to increase the extraction.
- Facilitating the people to drive maximum business; managing the sales for modern trade for entire West Bengal; maintaining good hygiene & steady follow-up with the dealers
- Emphasizing for proper display, VM, POP to different dealer's counter to maximize the sale
- Examining the competitors' activities, pricing, and new product launch for proper MIS on month-to-month basis; sharing technical knowledge & information about the market with business partners
- Controlling large distribution network through proper planning, monitoring and execution
- Negotiating the terms of business with distributors and sub dealers for maximizing the sales and improving the market share; finalizing sub dealer incentive scheme on monthly basis and monitoring the distributor secondary Sales
- Planning of products indenting by identifying the future demand and reduce the lead time for deliveries.
- Formulating MIS reports relating to sales analysis to facilitate the marketing decision making process
- Conducting regular product /sales training program to motivate the ISD for extracting better secondary Sales; controlling the ratio between primary and secondary sales to achieve zero inventory scenarios.

○ Highlights:

- Awarded "Global Top 30 Managers in 2015 ".
- Awarded "Outstanding performance in collection -2016 1st Runners up".
- Awarded "Outstanding Sale performance -2017 free standing channel –all India-Winner".
- Awarded "Outstanding Achievement -2018 winner Region –All India"
- Awarded "Outstanding Growth achievement -2017 best region all India.
- Awarded "Winner of B/S/H premier league accelerated edition Jan-Apr 2015.
- Awarded "Winner of B/S/H premier league accelerated edition Sept –Dec 2015.

Work Experience

• LG Electronics (I) Pvt. Ltd., Hyderabad, Siliguri, Kolkata as DY. Manager-Sales

• May 2006– January 2012



○ Key Result Areas:

- Supervised sales activities for Kolkata and N24 Pargana, Nadia district through direct dealers and distributors respectively; managed the sales for MODERN TRADE for entire West Bengal
- Executed the business of CEHA in twin cities (Hyderabad) through channel partnering method
- Performed the sales activities single handedly in three districts Darjeeling, Aliporeduar, Jalpaiguri and State of Sikkim with maintain healthy ratio of primary and secondary for the three distributors.
- Examined the innovative product category and the growth engine category closely.
- Implemented "club 100" dealer concept to major counters in my territory.
- Monitored distributor secondary by visiting sub dealer; facilitated the people under me to drive maximum business; maintained good hygiene & steady follow-up with the dealers.

Initial Experience

SONY
make.believe

September/2005

May/2006

ONIDA

May/2003

September/2005

TIMEX

June/2002

May/2003

RICH'S

February/2001

December/2001

Amtrex Hitachi
Appliances Ltd

April/1999

February/2001