

SUBHASHIS DAS

Ph: 9967732288; Address-Kolkata, West Bengal

E-Mail: subho_cadbury@yahoo.co.in

Professional Summary

A leader with a problem-solving attitude which excels at streamlining Sales operations to decrease costs and promote organisational efficiency. Offering smart & robust working mentality and history of success, Coordinating and monitoring operations across various departments. A strategic planner with proven ability to develop short & long term strategies, Worked with renowned corporates (Pidilite, Cadbury, TI Cycles (Murugappa group), Lumax, Krypton) that offers wide exposure on diverse environments.

Skills

- Sales & Marketing
- P&L ownership
- Negotiation & Conflict management.
- Sales planning & strategy
- Competition & Market trend analysis
- Key account, People & Team management
- B2C, Channel & Distribution management
- Leadership & Decision making

Employment Scan

April 2020-Current with **Krypton Industries Ltd-Kolkata** as **VP-National Head**. Responsible for company's two core business, **Krypton PU Tyres & iCare** medical rehab products(wheelchairs & more).

Key Responsibility:

- **Financial**
 - Overall ownership of sales: Develop & implement sales strategies to increase market share of each sub-category of products for each state in the region. Ensure month on month achievement of sales target by the team.
 - New product launches: Ensure revenue from sales of new products as per AOP.
 - Distribution expansion: Drive incremental revenue from distribution expansion in the region.
- **Customer orientation:**
 - Distributor/Dealer & complaints management: Retailer mapping, data management, quarterly collection of "No claims "document..
 - Marketing: To develop an annual plan for promotions & advertising campaign, coordinate with all stake holders to ensure that channel partners are fully aware of and support the planned promotions.
 - Merchandising: Oversee that all merchandising assistance(POS, Brochures etc) and advice provided to the channel partners to maximise sales.
 - Rebate & credit management(Review transit damage rebates & credit policy as per company guidelines)
 - Competitor benchmarking: Gathering market/competitor intelligence from team & trade partners and create action plans accordingly.
- **People orientation:**
 - Leadership: Lead & motivate sales team to establish coverage, distribution & display objectives to meet budget & other KRA's.
 - Mentoring, supervision & people development: Provide necessary supports such as coaching, feedback, training & development to meet KRA's.
 - Recruitment: Recruit & develop team members in creation of a talent pipeline to ensure business continuity in case of attrition.
- **Internal Business Process:**
 - Market working plan: Ensure adherence to market working plan for self & team.
 - Sales planning, process & forecast: Overseeing creation of daily/weekly/monthly Key partner wise, Category wise sales plan for the month and ensure adherence to key sales process.
 - Balanced billing: Focus to improve in sales billing phasing to reduce the month end skew.
 - Outstanding management: Review average outstanding time to time as a % of sales and chalk out action plans to reduce the same.
 - Inventory management: Ensure improvement in model wise/sku wise stock availability and proposal to clearance of non-moving stocks from the Depot & Distribution point with approvals.
 - Reviews: conduct timely reviews with team and other stake holders as and when required to arrest any issue.

Key Responsibilities:

Feb'16-March 20 with **Lumax Auto Technologies Ltd-Pune** (A division of **Lumax Industries Ltd** as **GM-Sales & Marketing-New business & After market**

- Handled a team of 14 members.
- Active role in company's vision & other long term new business projects (non-auto) through market research, mapping consumer needs & trends, Developing & executing new products, Tracking competitors to ensure sustainable growth
- Budget preparation, Evaluate effectiveness of marketing program Business development, new market development, Key account management, and customer relationship management.
- Reviews and analysis sales performances against budgets and plans to determine effectiveness.
- Recommends product lines by identifying new product opportunities, and/or product and service changes; surveying consumer needs and trends..
- Ensuring profitability

Career Achievement- Key Highlights:

VP-National Head-**Krypton Industries Ltd,Kolkata**

- ♦ Repositioned the entire brand strategy, Introduced new logo, new tagline, new brand communication.
- ♦ Restructured the channels and distribution system.
- ♦ Redone the product positioning & pricing strategy through right STP(segmenting,targeting,positioning) analysis.
- ♦ Introduced organised sales operation system, starting from A to Z.
- ♦ Handling a team of 18 members
- ♦ Filled the manpower GAP, realigned geographics, Trained and mentored the team to achieve the GOAL.
- ♦ 20220-21 Top end & bottom end growth for Tyre segment was-56% & 47% and for iCare(wheelchairs & more) top end & bottom end growth was-54% & 78%.

GM-Sales & Marketing-**Lumax Auto Technologies Ltd.Pune.**

- ♦ Projected a business of Rs. 77 Cr in next 3 years which is totally new venture (bicycle) for the group.
- ♦ Single handedly developed all the products through competitive & trend analysis with the help of NPD team.
- ♦ Connected 2 international and 2 domestic brands to start with.

Feb 2007– Jan'2016 with **TI Cycles of India(Murugappa Group)-Chennai**-as All India **Head Retail, Aftermarket & BTL**

Head Retail, Aftermarket & BTL(**TI Cycles of India(Murugappa Group),Chennai** .

- ♦ Handled a team of 19 members & Revenue of INR 405 Cr/per annum in retail business and overall INR 465 Cr (with aftermarket & BTL).
- ♦ Was instrumental to introduce new retail brand "TRACK & TRAIL" in 2015 – today it is a visible brand across India
- ♦ YoY growth recorded-Retail-14%, Aftermarket-10%., Retail contribution went to 30% in overall sale from 24%.

DGM/Regional Head -West -**TI Cycles of India (Murugappa Group),Mumbai**

- ♦ Was responsible for a revenue of INR 300 Cr/per annum.
- ♦ Acknowledged by senior management for bringing down market DSO from 45 to 24 days
- ♦ Pivotal in organized distribution first time in West for trade and distribution assisted in contributing towards sales by more than 50%.Implemented "Retail format" successfully in west zone.

Feb'03 – Jan'07 with **Cadbury India Ltd** as Sr. Sales Officer-South Gujarat-HQ-Surat.

- ♦ Played a major role in achieving prestigious MD Club Membership for consecutive year's (2004, 2005 & 2006) & went to Singapore to meet Regional Leadership Team (Asia-Pacific).Adjudged Best SO-West in 2004,2005..

Nov'97 – Jan'03 with **Pidilite Industries Ltd** as Sales Supervisor, South Mumbai-Mumbai.

- ♦ Ensured 92% market share in assigned territory through Reach, Penetration, Width and Retention.

Education:

Year	Qualification	Institution
2017	Certificate in Digital Marketing	NMIMS
1995	PGDBM	Institute of Modern Management
1992	B SC(Bio)	Calcutta University