


BIBEK RANJAN BANERJEE

225, Block B, Bangur Avenue, Kolkata, West Bengal 700055,  +91-9903995511/+9133 - 40085346

 bibek.banerjee@rediffmail.com

Summary

- Dynamic & Seasoned Marketing Specialist prepared to leverage more than 19 years of qualitative experience into Brand Management, Product Launch and All round multifunctional exposure into Pre-Sales, Sales, Post Sales Operations & CRM, to take on new roles. Successful at working with diverse teams to develop comprehensive approaches to marketing plans. Intelligent and insightful professional with substantial exposure into Brand Identity Creation.
- Versatile exposure with focus. Successfully Developing and implementing 360° Product Marketing campaigns and Product Marketing strategies to create Brand awareness that satisfy clients and meet demanding objectives with First-rate attention to detail and a creative mind-set. Successfully delivering optimum results in terms of ROI right from the Product Launch.
- Knowledgeable about both traditional and digital marketing strategies. Flexible team player highly effective at applying diverse skills to all areas of marketing.

Marketing, Sales & CRM Expertise

- Strong communication skills
- Brand Management
- Campaign development experience
- Market behavior
- Market segmentation
- Customer demographics understanding
- Marketing campaign management
- Promotions planning skills
- Competitive and Trend Analysis
- Demand Generation Marketing
- Product Launch
- Affiliate management
- Business Development
- Event Planning and Execution
- SEO/ SEM / AD Words knowledge
- Database Management
- Print and electronic media
- Presentations
- Sales promotions
- Team building
- Employee training
- CRM

Professional History

State Head

Apr 1999 to Jun 2007

Kansai Nerolac Paints Ltd. – Raipur, Chattisgarh

- Inducted as a TSI with Goodlass Nerolac Paints, in Raipur – Chhattisgarh, handling parts of Chattisgarh, along with CNF Handling
- Appointing & Handling the channel (dealer), institutions (JINDAL STEEL, SECL, NTPC) and retails customers (Builder/ Interior Decorators etc.)
- Effectively handling the Branch inventory with the support of SAP - R3/ S&D module
- Market Analysis of Competitor activity
- Key focus on Primary, Secondary and Tertiary Sales Volume
- Substantial increasing numerical reach of Product Display points & subsequently a rise in weighted reach of Nerolac Paints at a B2B level
- Increased sales volume by more than 10x (from INR 75 Lakhs to 8 Crs.) over a span of 7 years and being in the 2nd position in terms of overall achievement PAN India.
- Providing best quality of service & conduct innovative BTL activities.
- Establishing "**NEROLAC**" as a Brand in the Decorative Segment for Chhattisgarh

Regional Sales Manager – Corporate Salary

Sep 2007 to Oct 2010

ICICI Bank Ltd. – Kolkata, West Bengal

- Retail Liabilities Group/Corporate Salary Accounts/ TCG - East (Kolkata, Patna & Bhubaneswar)
- Mentored and managed almost 250 member sales team in 4 layers that brought in annual CASA float of INR 750 Crs. from new client acquisition
- Managed to be in 3rd position PAN India in terms of performance for the category RSM - NCA - Salary Account
- Driving the Sales Managers and their down-line in achieving the Time and Fee/Revenue target & Promote cross selling for the third party products.
- Providing best quality of service & arrange promotional activities for the corporate

Business Head – East

Nov 2010 to Jan 2014

IndiaHomes – Kolkata, West Bengal

- India Homes is India's premier property services and advisory company - backed by a strategic mix of strong e-Commerce and a robust and large scale S&D platform, founded and run on the core values of Trust, Integrity, Service and Excellence. Headquartered in New Delhi, India Homes employs over 300 professionals across its 9 regional offices across NCR, Mumbai, Bangalore and Kolkata. We were earlier known as Agni Properties. IndiaHomes is supported by two of the world's leading private equity funds Foundation Capital, USA and Helion Ventures, India.
- I took care of the business for East
- Was responsible for a team of 50 + members
- Prospect for new commercial and residential real estate deals
- Negotiated, facilitated and managed real estate transactions.
- Generated lists of properties that were compatible with buyers' needs and financial resources.
- Actively follow-up with the team for prospects and hot leads.
- Developed an excellent rapport with custom builders to expand opportunities for growth.
- Expanded market by continuous delivery of 70/80 NOB month on month by executing effective sales strategies while detailing market conditions analysis
Held the 1st Position PAN India in terms of Number of Bookings (NOB)

Head – Sales & Marketing

Feb 2014 to Aug 2015

Shristi Housing Development Ltd. – Kolkata, West Bengal

- Shristi was the pioneer in Serviced Apartment for Eastern India
- Responsible for all sales activities at "The V" - Privileged Living.
- Followed up with prospects throughout the sales process.
- Instrumental in driving Sales & Marketing activities for an integrated Mixed Use Development in Kolkata.
- Actively involved in building and establishing a Wellness & Hospitality brand called "Vedic Hotels".
- Strategizing & Implementing Marketing Activities, spawning of Marketing Collateral, initiating and establishing a network with the hospitality industry drivers.

General Manager – Marketing & Sales

Sep 2015 to Jun 2017

Shriram Properties/ Bengal Shriram Hi-Tech City Pvt. Ltd. – Kolkata, West Bengal

- Shriram Properties is a part of the 60,000 Crs. Financial Giant - Shriram Group and was established with a mission of creating splendid homes and amenable living spaces. Launched in 1995, we have operations throughout the country with extensive presence across South India. We have delivered over 8.36 million sq.ft. of built-up space, with 12.61 million sq.ft. to be delivered and 45.85 million sq.ft. under development.
- I was spearheading the Marketing & Sales of "Shriram Grand City", an integrated township project of 400 acre in Uttarpara, Kolkata
- Generated a quantum of more than 30K enquiries for the project through ATL & BTL activities that included Print Releases & Media Buying
- Sold 975 apartments through Draw of Lots, within a time frame of 3 months

Additional General Manager – Sales & Marketing
Shapoorji Pallonji Real Estate – Kolkata, West Bengal

Oct 2017 to Aug 2018

Core Responsibilities - Marketing

- Creating & implementing a comprehensive marketing and sales promotional activity – on ground relationship program enhancing the project value in the market and facilitate business growth.
 - Planning the marketing campaigns keeping in mind the Project & Target Customers. ATL / BTL / Digital Marketing / Customer Engagement Activity
 - Prepare written marketing communications, including press releases, promotional materials, newsletters and advertisements etc.
 - Responsible for customer acquisition through lead generation, SEO, Bulk email campaigns, SMS blast etc. & ensuring various on – ground BTL activities
 - Develop marketing initiatives to expand customer base and to optimize sales – Activities with existing customers and other referral schemes etc. (Primary focus on lead generation and database management) to drive numbers
 - Alliances and partnerships with various channel partners, Exhibitions, Events etc.
 - Review – Make Plan & Execute Monthly / Quarterly BTL Activities as per given targets & customer engagement activities as in RWA, Corporate, Road Show, etc.
- Business Development

- Promoting and diffusing innovative practices through market and non-market channels
- Identifying prospects from various sectors such as government and corporate
- Promotion & Brand Management

Core Responsibilities – Sales

- Driving the Sales for the on-going project – Joyville Howrah – Salap
- Monitoring the entire lead distribution mechanism to the internal & External (Channel Partner) stake holders.

General Manager - Operations Head
Customer Relationship Management / CRM
Magnolia Infrastructure Development Ltd – Kolkata, West Bengal

Sep 2018 to Current

- The Process of the entire Post Sales operations starts with this team – from allotment/ agreement & The journey till the Hand Over of The Unit
- Leading a team of Well experienced CRM professionals
- Setting up the process for CRM Operations in line with the ERP implementation
- Strong communication skills with a customer-orientated attitude
- Supervising Cash Flow to enable smooth functioning of Cross departments
- Refunds, cancellations, recovery & collection reports, final demand notice etc.
- Ensuring that the customer experience is good during sales and post sales
- Handling customer query related demand, receipt and Builder Buyer Agreement execution along with Customer complaints & Grievances resolving
- Overall responsibility of post sales activities and back-end operations of projects

Qualification History

MBA, Marketing Sikkim Manipal University – Kolkata, West Bengal	2010
Bachelor of Arts, English Calcutta University – Kolkata, West Bengal	1998

IT Skills

- Proficient working knowledge of MS-Office
- Worked with SAP – R3 SD Module
- Worked with SAP – R3 MM Module
- ERP Implementation – Pre Sales, Sales & Post Sales

Personal Details

Mobile : +91 – 9903995511

Date Of Birth: 18th October 1976

Languages : Bengali, English & Hindi

Marital Status: Married

