

## **BIBHOR BANERJEE**

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### **ACADEMIC & PROFESSIONAL QUALIFICATION:**

- ◆ Executive Programme in Sales & Marketing from IIM Lucknow, in 2021-22 (Blended Module)
- ◆ MBA (Sales & Marketing) from Kalyani University (1<sup>st</sup> Class), in 2004-06 (Full time)
- ◆ M.Com. (Finance) from University of Calcutta (1<sup>st</sup> Class), in 2001-03 (Full time)

### **ORGANIZATIONAL EXPERIENCE:** Management Professional with 16 Years of experience in Channel Sales

- ◆ **Gulf Oil Lubricants India Ltd (December 2016 – till date) -**
  - Dec 2016 – March 2021: Area Head (Retail) for West Bengal & North East
  - Apr 2021 – Till Date: Snr Area Business Manager – As State Head responsible for the automotive lubricants business for West Bengal, North East & Bhutan. Also supervising the Regional Sales Operations & trade marketing division for entire East.
- ◆ **Asian Paints PPG (January 2016 – December 2016) – Sales Manager (Protective Coating) - West Bengal & Odisha**
- ◆ **Asahi India Glass Ltd (April 14 – December 15) – Regional Manager (Retail) - West Bengal**
- ◆ **Berger Paints India Ltd: (June 2006- March 2014) –**
  - June 2006 - March 2010 - Joined as a Management Trainee & worked as ASM North Bengal, Snr ASM - Kolkata
  - April 2010- March 2014 - Branch Manager - Kolkata & Divisional Sales Manager Kolkata retail sales division.

### **SIGNIFICANT ACCOMPLISHMENTS:**

- ◆ Best Business Manager (East) award at Gulf Oil lubricants India in FY 19-20
- ◆ Best Business Manager award at Berger Paints India Ltd in FY 2009-10, FY 2010-11 & FY 2011-12

### **CURRENT ASSIGNMENTS:**

- ◆ **Sales & Distribution Management-** Possess prime responsibility of delivering the business plan, improve product mix & managing the distribution network consisting of distribution houses, rural stockists, retailers & workshops.
- ◆ **Improving Distribution Reach-** Ensure distribution reach both in terms of numeric and weighted distribution
- ◆ **BTL Activity -** Plan & execute BTL activities for channel partners, workshops and key influencers.
- ◆ **Trade Schemes –** Design, implement and evaluate local / regional trade schemes. Analyse the financial outflow & performance of the scheme.
- ◆ **Supply & Stock Management –** Ensure optimum availability of stock and proper supply of material in coordination with the regional and corporate supply chain & depot team.
- ◆ **Credit Control:** Control market credit & outstanding. Evaluate distributor's investment & ROI
- ◆ **Market Intelligence -**Accumulate market information and develop marketing intelligence report.
- ◆ **Sales force Management –** Leading a team of Snr Terr Business Managers, Sales Officers, Rural team & market development manager and depot operations team (dotted line reporting).

### **BEYOND CURRICULUM:**

- ◆ **Martial Arts:** 2nd Degree Black belt in Shotokan Karate (International Association of Shotokan Karate, UK). Served as a member of: Indian Karate Squad in World Shotokan Institute's Conference in UK in 2001 and represented Indian Squad in Kenshinkai Karate Club's (UK) Championship in 1996.

### **PERSONAL DETAILS:**

Date of Birth : 5<sup>th</sup> April, 1980  
Languages Known : English, Hindi & Bengali  
Permanent Address : 5 / 2 R.B.C Road Naihati; 24 PGS (N) – 743165  
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