

BIBHOR BANERJEE

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Date of Birth: 5th April, 1980

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Current Address: Flat 5A, Block 5, Ozone, 2060 Dhakin Kumrakhali, PS: Sonarpur - 700103

ACADEMIC & PROFESSIONAL QUALIFICATION:

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

ORGANIZATIONAL EXPERIENCE: MBA with 17 + Years of experience in Channel Sales & trade marketing

- ◆ **Gulf Oil Lubricants India Ltd (December 2016 – till date) - Snr Business Manager (Retail & IWS)**
 - Apr 2023 – Till date:
 - Looking after Gulf Oil automotive lubricants business vertical for West Bengal, North East & Bhutan.
 - Looking after the S-OIL and ADBLUE business vertical for entire East
 - Apr 2021 – Mar 2023:
 - Responsible for the Gulf Oil automotive lubricants business for West Bengal, North East & Bhutan
 - Supervised the Regional Sales Operations & trade marketing division for entire East.
 - Dec 2016 – March 2021: Joined as Area Head (Retail & IWS) for West Bengal & North 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) – Divisional Sales Manager (retail)**
 - June 2006 - March 2010 - Joined as a Management Trainee, worked as ASM - North Bengal, Snr ASM - Kolkata
 - April 2010- March 2014 - Branch Manager & Divisional Sales Manager - Kolkata

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:

- ◆ **Business Delivery** - Possess prime responsibility of delivering the business plan (Volume & value) for both Gulf Oil business & SOIL & ADBLUE business,
- ◆ **Distribution Management**- Managing the distribution network consisting of distributors, rural stockists, retailers & workshops, direct dealers for SOIL business & ADBLUE stockiest.
- ◆ **Improving Distribution Reach**- Ensure distribution reach both in terms of numeric and weighted distribution
- ◆ **BTL Activity** - Plan & execute BTL activities, preparation of activity budget, outflow and impact analysis.
- ◆ **Trade Schemes** – Design & evaluate trade schemes, analyse the financial outflow & performance of these schemes.
- ◆ **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.

BEYOND CURRICULUM:

- ◆ **Martial Arts:** 2nd Degree Black belt in Shotokan Karate (International Association of Shotokan Karate, UK).