

# JISHNU KARMAKAR

## Product Marketing Manager | 10 years' experience | Mumbai

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B-Tech (AEIE, WBUT), 2004-08 + MBA (Marketing, ICFAI Business School), 2008-10 + PGCP (Advertising & PR, MICA), 2013-14

Innovative, creative and performance driven Brand & Product Marketing professional with a demonstrated proven experience of 10 years across different industries in B2C as well as B2B model. Marketing budget management experience ranges from 15 Crores to 50 Crores and category management experience ranges from 120 Crores to 700 Crores

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### CORE COMPETENCIES

Brand Management – Brand Promotion – Budget Management – Product Management – New Product Development – Product Promotion – Product Launch – Product Pricing – Market Research – Events & PR – Campaign Management – Trade Schemes – Vendor Management – Trend Analysis – Competitor Analysis

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### PROFESSIONAL EXPERIENCE

**Current Role: Sr. Product Head in Stovekraft. Ltd., Bangalore (Oct'19 till date)**

**Previous Role: Product Marketing Manager in Hamilton Housewares Pvt. Ltd., Mumbai (July'17 – Sept'19)**

#### Achievements:

- Successful launch and introduction of 17 products Pan-India across Electric Tiffins & Casseroles, Vacuum Flask, Tuff Jugs & Softline category in the Thermoware segment in a span of less than a year that propelled a 12% sales growth in FY 2017 – 18
- Launched 24 products Pan-India and gave a 17% growth in FY 2018 – 19 across Electric Tiffins & Casseroles, Vacuum Flask, Tuff Jugs & Softline category in the Thermoware segment
- Successful introduction and implementation of the offers “Plug It Hot”, “Power Lunch” & “Softline Diwali Dhamaka” Pan-India

#### Responsibilities:

- Develop and deploy communication campaigns through ATL and BTL to get the product to masses
- To evaluate marketing campaigns and prepare activity reports for the campaign effectiveness and ROI
- Manage Advertising, Media & Research Agencies
- Budget management and ensuring marketing budgets are effectively utilized and appropriately accounted for the relevant group of brands
- Competitive analysis, market segmentation and taking steps to correctly segment the product
- Monitor, analyze and evaluate market trends, consumer / customer behavior and competitor activity to identify new opportunities for the brands
- New Product Development (NPD), defining the product characteristics & elements from a customer stand point
- Innovate, develop & improve product packaging
- Overall responsibility of the product both in terms of financial success as well as customer satisfaction
- Pricing of the product vis a vis competition and the entire profitability analysis that goes with it
- Understand market research need for the brands and execute a market research road map. Ensure market research done is utilized meaningfully to achieve business objectives
- Monitor and influence demand forecasting; monitor sales and other brand metrics and adapt plans as required
- Monitor and recommend action for brand profitability

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**Previous Role: Product Marketing Manager in Nilkamal. Ltd., Mumbai (July'15 – June'17)**

#### Achievements:

- Successful launch & introduction of 54 products Pan-India across Monoblock, VAP-M & N-VAP category in the Moulded plastic segment in a span of less than 2 years that propelled a 10% sales growth at year end
- Successful introduction and implementation of the offers “Sell More Fly More”, “Swarna Utsav”, “Swarna Mahotsav”, “Target To Travel”, “Achievers-Club” & “Ace-Club” Pan-India
- Development and roll out of nationalized TV Campaign for Nilkamal. Ltd.
- Development and roll out of Nilkamal local Cable TV Ad Pan-India for the entire product portfolio

#### Responsibilities:

- Management of the whole life cycle of the Product(s), New Product Development (NPD), Design Changes (DC) & strategizing launch plan of new product(s) as per Company's pre-decided objectives and targeted launch dates

- Liaise with Design & Production team for effective cost reduction, maximizing profitability, developing and improving packaging of existing / new products
- Supervise markets, competition intelligence to gain insights about new movements and workout appropriate pricing for each product based on market by understanding competition
- Creating communication strategies for the Brand, develop appropriate marketing campaigns & branding activities either through BTL / Sales promotion, consumer activation campaigns, Trade Schemes, ATL and Price correction
- Supervise and monitor the A&SP spends and its efficiency at product and sub product levels
- Monitor, review Product(s) & inventory movements on a weekly / fortnightly / monthly basis and raise timely alert in case of variations and strategize for each State a healthy product mix for delivering profits goals

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**Previous Role: Product Marketing Manager in Meru Cab Company Pvt. Ltd., Mumbai (Aug'14 – May'15)**

**Achievements:**

- Successful launch and introduction of the brand “MERU Flexi” in 12 new cities with extensive PR and Social Media coverage along with Celebrity brand endorsement supported by various marketing campaigns resulting in average 20% MoM growth from new cities
- Successful introduction and implementation of the offers “MERU Happy Hours”, “5% Cash Back”, “Flat 25% Off” & “30% Cash Back” Pan - India
- Launch and roll out of promotional campaigns of MERU Mobile App Pan – India
- Development and roll out of nationalized TV Campaign for Meru Cab Company Pvt. Ltd.
- Successfully launched and rolled out MERU Flexi Intercity campaign across 8 cities
- Developed MERU Flexi pricing structures and package trips for various cities

**Responsibilities:**

- Develop brand and communication strategy for entry into new markets
- Continuously innovate & develop a value proposition for the brand, execute the brand strategy
- Develop; deploy a 360 degree communication strategy across media channels and electronic media with specific focus on online media, Mobile App marketing and feature developments
- Development of annual marketing plan and controlling advertising, promotion and sales aid in accordance with the annual marketing plan
- Identify market segments adjacent to core business of Meru and create solution offering for each segment from existing or new products.
- Positioning segment solutions with competition and margin analysis, identify and present innovative and creative products/solutions.
- Create sales tools with value propositions for each market segment and provide the sales team with the necessary functional/technical expertise to enable them to sell the product/solution
- Coordinating with various functional teams such as Ops, IT, Legal, Finance, Customer Relations & Training team to accomplish brand agendas

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**Previous Role: Asst. Manager – Marketing in HNG Float Glass Ltd. (now SISECAM FLAT GLASS), Mumbai (Feb'10 – July'14)**

**Achievements:**

- Development and roll out of nationalized TV Campaign for HNG Float Glass Ltd.
- Development and roll out of “Dhanvarsha” & “Elite Partners Club” CRM campaign thereby establishing a strong and loyal Dealer and Retail network Pan - India
- Development of Sales Process Manual in collaboration with Mercuri Goldmann (India) Pvt. Ltd.
- Received award for effective contribution towards Branding & Marketing activities in HNG Float Glass Ltd.

**Responsibilities:**

- Making concept notes/briefs for the creative and media agencies on the campaign concept and brand strategy, overlooking the creative's and plans made by them
- Coordinating with Pre-production houses, Advertising & Media Agencies and Printers for the designing and development of the product collaterals, marketing creative's and media plans
- Organizing, measuring and implementing all BTL & ATL activities Pan-India
- Responsible for budget monitoring & controlling all promotional expenditures
- Preparations of Reports/Module/MIS/actions taken & follow-up measures, to ensure effectiveness
- Planning and implementing required studies / Market Research for tracking our brand, measuring the awareness and analyzing competition activities
- Pricing analysis and analyzing implications of pricing strategies of our and other brands
- Undertaking networking activities with Engineering and Architectural Institutes/Firms & it's alumni as a part of brand promotional campaign and market development measures