



Nilanjan Maitra

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A result oriented professional with **around 27 years** of experience in the areas of Sales, Distribution, Business Development, Marketing, Key Account Management & Operations in **FMCG, Paint & RETAIL sector**.

A strategic planner with proven track record of exploring new markets, managing sales & service operations & achieving desired goals. A proven track record of working with start-up and setting up profitable business. Adept in managing overall profitability of operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives.

EDUCATION

- **Master's in Business Administration** from Department of Business Management, Nagpur University, specializing in Marketing and Finance in 1997.
- **Bachelor of Science in Microbiology, Chemistry & Zoology** from Nagpur University in 1993.

EMPLOYMENT DETAILS

Entrepreneur-Nagpur-Apr'13 to Current

As an entrepreneur, I assist mid-size companies (into FMCG & REATIL) in the following sphere of activity: - Streamlining operations - reducing internal inefficiencies- generating growth and improving revenues through best practices - Facilitating local expansion - Brand architecture - Establishing supply chain - Strategizing domestic B 2 B business

Parle Agro Pvt Ltd

Business Head-Mumbai/Pune-Jul'11 to Mar'13

Managing the sales and marketing operations for MH and accountable for increasing sales growth. Evaluation of distributors in terms of sales growth, market share & ROI
Achieving TGT through Planning, Sales Strategies, Availability, And Effective Distribution
Overseeing the sales & marketing operations, thereby achieving increased sales growth across region.

Pantaloon Retail (I) Ltd

Area Business Head-Operation Mumbai- Jan'08 to June'11

In-charge of Vidarbha & Marathwada for supermarket [fresh] and hypermarkets.
Responsible for formulation and documentation of operations policies and processes; ensuring its implementation across all stores.
Formulating operations strategy in line with business strategy and ensuring its implementation.
Preparing annual operations budgets for all stores and periodically monitoring variances of actual costs and revenues and ensuring that they are within norms laid down.
Conducting periodic audits of operations function across all locations and highlighting existing and potential issues. Designing reports and MIS to identify high risk areas and ensuring their compliance.
Formulation of project management processes for opening new stores based on the business plans and ensuring their adherence.

Reliance Industries Ltd-Retail Division
Chief Manager –Operations, Nagpur/Pune-Oct'06 to Jan'08

In-charge of Vidarbha Marathwada for supermarket [fresh] and hypermarkets.
Responsible for formulation and documentation of operations policies and processes; ensuring its implementation across all stores.
Formulating operations strategy in line with business strategy and ensuring its implementation.
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Pidilite Industries Ltd
Senior Area Manager, Mumbai - Sep'2003 to Oct'06

In-charge of Vidarbha, MP and Chhattisgarh for sales and distribution
In-charge of local promotion like hoardings, wall painting, shutter painting, tin boards, cable advertising, pointer advertisement in papers and activity promotions.
Established a unique concept in retailing by hawkers across d, e class outlets

Goodlass Nerolac Paints Ltd
Branch Manager –Indore & Ahmedabad -Jan'01 to Jul'03

Looking after the branch activities; steering business development efforts across Western Region (Saurashtra and Kutch region was last).
Budgeting and inventory management – ensuring effective and timely supply of nearly 1200 sku's through proper budgeting and indenting.

BPL Ltd-Soft energy division (Batteries)
Asst. Manager-Sales-Mumbai/Nagpur- Apr'97-Dec'00

Training, development and supervision of all stockiest, stockiest sales representative, interim sales Reps and Sales officer in the territory.
Accomplishment of primary and secondary sales targets.
Display, merchandising, competition reporting and administration.
Planning, analyzing and executing sales, marketing and distribution strategies.

Dinshaw's Frozen Foods Pvt Ltd
Sales officer-Nagpur- Apr'93 to Sep'95

To ensure adequate market coverage in all potential outlets.
Regular service to the outlets as per guideline given.
Merchandising of stocks.
Effective utilization of schemes within giving budget and approval.

PERSONAL DETAILS

DOB: 07th September 1971
Languages: English, Hindi, Marathi, Bengali & Gujarati
Location: 73, Vrindavan colony, Katol road Nagpur-13