

PRADEEP KUMAR DAS

Channel Sales| Distribution Management

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Strategic, visionary, risk-taker and achiever with an unmatched track record in conceptualizing & implementing effective ideas & strategies which adds value to organization through inspiring leadership, rich experience & innovation excellence in spearheading all aspects of **Strategic Sales & Marketing, Business Development, P&L Management, Channel & Distribution Management;** targeting to express potential in leadership assignments with an esteemed organization in **Maharashtra/Goa/Odisha/West Bengal/Chhattisgarh**

Profile Summary

- Result-driven professional, effective in high-profile executive roles with extensive experience of **over 20 years**; proficiency in overcoming complex business challenges and making high stake decisions using experience-backed judgment & work ethics across **Kitchen Appliances , Electricals Goods & FMCG Industries**
- Leveraged capabilities in administering the entire spectrum of **Sales, Business Development & Marketing** encompassing relationship management, administration, market analysis, development of new markets and market segments; exploring potential business avenues & managing operations for achieving the business target
- Visionary Professional with skills that reflects year-on-year success in achieving **business growth objectives** and optimizing the entire value chain of business for achieving the targeted top & bottom-line profitability with expertise in **Customer Relationship Management, Planning & Distribution Expansion**
- Wealth of cross-functional expertise entails Category Management, Demand Planning, Depth & Width of Distribution, Business Analytics- Market & Competitor Analysis and Market Categorization & all aspects of Product Management (customer segmentation, pricing, product branding & promotions)
- Notable success in building **strategic alliances** to open an opportunity for accessing new markets through appointment of new distributors/networks, new customer acquisitions, prospective leads, reviving the existing clients, providing macro & micro level insights & so on; expertise in creating **new channel partners and harvesting untapped business opportunities**; effectively identifying & networking with channel partners, resulting in deeper market penetration & improved market share
- Proven excellence in **breaking new avenues, developing business & driving revenue growth** and proactively conducting opportunity analysis by tracking market trends & competitor moves to achieve market-share metrics; contributed in setting up the **overall distribution network in the assigned regions** by coordinating and supervising the activities of different distribution channels together while safeguarding optimal performance from individual channels
- Excellence in devising **brand segmenting targeting & positioning strategy**; skilled in augmenting brand visibility through innovative marketing plan, communication strategy & campaigns and driving brand-positioning
- Analytical, dedicated & versatile leader enthusiastically meeting deadlines with innate skills in building high performing multi-cultural teams entailing **12 Territory Sales Managers & 52 Distributor Sales Officers** that excel in delivering business value with high morale & low attrition; recruiting, leading, training & monitoring performance of the team members for maintaining excellence in operations

Core Competencies

Strategic Sales, Business Development & Marketing	Business & Operational Excellence	Market & Competitor Analysis
Go-To-Market Strategy	Channel & Distribution Management	Product Launches & Promotions
Annual Business Planning & Budgeting	Client Relationship & Retention	New Business Development, Revenue Generation & Market Penetration

Education

- **MBA (Marketing)** from Sikkim Manipal University, Mumbai in **2011**.
- **B.SC (CHEM)** from UTKAL University Bhubaneswar Odisha in **1997**.

Work Experience

April 2020 to Till dt

Regional sales Manager –BaramatiAgro Limited –West Region Mumbai.

Responsible for handling Dist./Dealers/Retailers, achieving preset disbursement targets, adhering to credit policy, handling inventory, and managing pricing, taking new initiative for designing new systems/ processes. Formulating business plan for overall development & accomplishment of Top and Bottom-line profitability. Handling Fragmented Trade operation of west Region.

Recruiting Team, Appointing Distributors and Launching NPA product in the Market

JULY-2018 to March -2020 – Branch Manager Groupeseb India pvt Ltd –East Region Kolkata.

Business Development

- Identifying and networking with reliable Dealer/channel partners resulting in deeper market penetration and reach. Developing and appointing new business partner to expand product reach in the market and working in close interaction with the dealers and Distributors to assist them to promote the products monitoring the performance of dealers & Distributor regarding sales, distributions & collections.
- Carrying out sales promotional activities as a part of product launch and brand building effort.
- Implementing advertising activities & plans to achieve greater visibility & subsequently sales.
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.

Channel Management

Establishing strategic alliances / tie-ups with financially strong and reliable dealers

June'2012 to May 2018 : Bajaj Electricals Ltd.

(Consumer Product)-MUMBAI, ODISHA, WB & CHATISHGARH.

Growth Path:



Significant Highlights:

- Spearheaded a team of **7 TSMs & 52 DSOs including over 5000 Retailers and 15 Distributors**.
- Directing end-to-end Channel/ Distribution Management activities for the entire West & East Region.

- Managing primary & secondary sales, channel and distribution (working with 15 distributors); appointing new dealers
- Planned & analyzed **market requirements (BTL activities)**; rendered guidance by collaborating with Trade Marketing Team for required **branding / POSM** for brand visibility, influencer engagement programs and brand penetration level across the geography
- Managed inventory levels, conducted quarterly planning of SKU wise requirement of branch; analyzed the stock level and took corrective actions for the same

Previous Experience

Aug'04 to May '2012: TTK PRESTIGE LTD As SR Sales Executive

Significant Highlights:

- Planned the quarterly target, managed 6 distributors, primary & secondary sales and followed up on overdue payment from distributors

April'02 to June'04: KENSTAR KITCHEN & Appliances As Area Sales Executive.

Significant Highlights:

- Conceptualized the annual targets, developed the market with the help of distributors; managed the sales promotion activity

Roles Across The Career

- Formulating strategies for **maximizing profitability & revenue generation, realizing organizational goals**; conceptualizing & implementing plans/objectives in sync with vision and mission; ensuring performance parameters are under control – **budget, P&L figures, acquisition cost, and sales team KPIs**
- Partnering with core business operations to **increase the company's footprint, expand market share, and generate sustainable revenue gains**
- Conceptualizing **annual business plan & strategies**, managing operations from the scratch; defining processes and creating appropriate systems for delegated functioning across the globe
- Creating a systematic approach to **increase reach through potential mapping and sales planning**; formulating & **executing go-to-market strategies** to leverage tremendous opportunities in terms of growth in revenue & market penetration
- Leading **complete sales operations** including projection of annual sales, tracking of sales performance and interaction with other areas of the company to ensure that business orders are executed properly and profitably in accordance with overall business goals and objectives
- Tracking **competition & market movement**; evolving marketing & sales strategies in-line with the current market scenarios; driving new initiatives for the region
- **Safeguarding business & ensuring sustained growth**, focusing on achieving or surpassing sales targets; expanding business reach and creating new sales
- Establishing **processes & SOPs** and deploying various methodologies & recommending modern practices to save execution time and realize operational efficiencies
- Evolving **strategic vision, driving change, infusing new ideas and taking product/process performance** and productivity to the next level
- Monitoring the functioning of processes, identifying improvement areas and implementing **adequate measures** to maximize **customer satisfaction level**
- Contributing in **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction

Commenced Career

Jan'99 to Mar'02: BPL Ltd KITCHEN APPLIANCES Division. As Area Sales Executive

Summer Training Project

45 days trainings at **TTK PRESTIGE Ltd. CUSTOMER SATISFACTION** (Order supply time & service, Complete Product knowledge Time management, Dealer Should Have Complete Knowledge in Scheme & Process Management, Working

in Teams, Emotional Intelligence and, Locus of Control of inventory)

Personal Details

Date of Birth: 27th Mar 1976

Languages known: English, Hindi, Bengali, Marathi and Odiya.

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