

# ANISH MUKHERJEE

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## Objective

I intend to take up challenge in Sales & Marketing .Utilize the knowledge and skills of Academic and Professional qualifications coupled with diverse work experience and thus grow with the organization I work for.

## Experience

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July 2013 onwards. **(Area Manager) Biltech Building Elements Ltd., Kolkata.**

Job Responsibilities and Achievements
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- Specifying AAC Blocks with Consultants , Clients and Influencers
- Handling of **B2B clients**, Major Contractors such as S&P, ACC, Machintosh Burn, ACIL ,Mfar, etc for Institutional Sales.
- Have successfully handled **large accounts / projects**.
- Increased Dealer Network in Kolkata and North Bengal.
- Introduced AAC Blocks through **retail dealers** of Cement and Steel for foray in the **IHB segment**.
- **Working on to further enhance the retail and take the product to the end user via different channels of distribution.**
- **Liaison** with the plant for **production planning**.
- **Doubled** sales volume in **3 years** and handling a **turnover of 25-30 crs.**
- Have experience of handling a team of **5-7 people**.

November 2010 to June 2013. **(Key Accounts Manager) – Pidilite Industries Ltd (Dr.Fixit) Kolkata.**

Job Responsibilities and Achievements
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- Conducted Presentation and application demonstration for **New Products** and Systems in **Waterproofing**.
- New Product launches in water proofing segment.
- Product and system up gradation through new specification to Consultants and Builders.
- Appointed new dealers and applicators in different geographies.
- Enhanced sales in the **Repair Products** in the Old and New Repair segment.
- **Doubled sales of Rain-Coat (Premium paint).**

*January 2007 to October 2010. **Area Manager - Asahi India Glass Ltd. Kolkata.***

#### Job Responsibilities and Achievements

- In Charge of **Eastern Region** for the Launching and Sales of Energy Efficient Glasses.
- Specified range of glasses with Consultants, Architects, Builders, Facade Consultants and fabricators.
- Involved selling glass to **Dibrugarh Airport** .
- Offered single window solutions to clients starting from selection, processing of glasses and co ordination with fabricators as a value added service to the end client.

*January 2002 to December 2006. **Territory Sales In Charge- Kansai Nerolac Paints. – South Bengal***

#### Job Responsibilities and Achievements

- **Increased Dealers network** in South Bengal to over **100% in span of 3 years.**
- Opened new **Dealer Network** in semi **urban and rural markets.**
- Successfully increased "dispenser machine installation "in my territory.
- **Conduct Workshop** and **Painters** meet in different areas.
- maintaining proper **product mix** , **increase extraction** from present dealers and by increasing numeric reach of competitive dealers.

*March 1999 to December 2001. **Medical Representative – Cadila Pharmaceuticals Ltd.- Jorhat/Guwahati.***

#### Job Responsibilities and Achievements

- Promoted Range of Pharmaceutical Products to Doctors and Chemists.
- Was responsible for both secondary and primary volumes.

#### Professional Qualification

MBA in Marketing from S.N.Sinha Institute of Business Management. (under **Ranchi University**), in the year 1999.

#### Academic Qualification

- **B.Sc from B.B.College** , Asansol in the year 1995 ( **The University of Burdwan**).
- **Higher Secondary** , **B.B.College** Asansol in the year 1993.
- **ICSC** from **St.Patricks's School** Asansol in 1991.

## Project Training

- **Shalimar Paints Ltd . – Kolkata** - Shift in Consumer Preference from 3<sup>rd</sup> Quality Enamel to 1<sup>st</sup> Quality Enamel.
- **Indian Iron & Steel Company, Kolkata** – Marketing Activities of Central marketing Organisation.

## Personal Details

Date of Birth – 21<sup>st</sup> January 1975.

Languages Known – Hindi , English and Bengali.  
Hobbies & Interest – Cricket and Photography.

CTC – Rs.10.00 Lakh per annum.

Place – Kolkata .

Date -

Signature