

RAJENDRA NATH MUKHERJEE

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SYNOPSIS

- **Experience in Sales and Marketing, Relationship Management, Key Account Management, Channel Management and Institutional Sales/Project Sales in Paints, Electrical accessories & Mattress industries across various markets of North and East India.**
 - Currently working as a Zonal Business Manager, East in Feelex Mattress, a division of BDG Polysteel Limited—a unit of Goyal Group.
 - Previously worked in Organisations like Asian Paints, Schenider Electric, Akzo Nobel (formerly ICI Paints) & Kansai Nerolac Paints in various markets of North & East India.
 - Exposure of having the experience of start up business across markets.
 - Exposure in being a profit centre for the organisation.
 - Experience in handling a team of State Managers, Area Managers, Business Officers, Sales Officers, Sales Supervisors and DSAs making them productive and profitable for the organization.
 - Orientation in Sales in the form of achieving set goals & increasing market share with the help of team-members and inputs from the organization in form of schemes and budgets.
 - Possess practical skills for performing Market Research Activities and analysing the studies, preparing reports, papers & presenting results.
 - Adept at evaluating emerging trends, addressing industry requirements to achieve organizational objectives.
 - Extensive experience in consistently raising sales and profitability for the company.
 - Fair knowledge in research & counselling with an analytical mind with the ability to think clearly and logically.
 - Ability to work accurately and pay attention to details.
 - A self-motivated team player with strong communication, analytical, relationship management and problem solving skills.
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ORGANIZATIONAL EXPERIENCE

October 2017-Till date

**Feelex Mattress
(a division of BDG Polysteel Limited)**

Zonal Business Manager, East

- ✓ At Feelex Mattress, a unit of BDG Polysteel Limited, my role is to provide impetus to a start up mattress business across markets of East like South Bengal, North Bengal, North East, Bihar, Jharkhand & Odisha.
- ✓ Currently I lead a team of 6 Area Managers, and 17 Business Officers.
- ✓ Key responsibilities include penetration in all markets in East as a start up brand, demand planning and scheme management

Key Result Areas

- To handle Channel Sales & Institutional Sales in West Bengal, Bihar Orissa, Jharkhand & North East and accountable for achieving business goals and increased sales growth.
- To identify new markets in East and to appoint distributors and dealers in towns with a population of greater than 20K.
- To ensure profitability of the channel by designing and implementing schemes.
- Since this is a new brand, the entire demand planning exercise has to be taken up with supply chain to assure the desired service level expected from the market.
- To introduce new products in various price points. The constant endeavour is to climb up the value chain.
- To co-ordinate with marketing for all ATL and BTL activities
- Build and strengthen relationships with key accounts, thereby ensuring high customer satisfaction by providing them with complete product and service support.
- Interact & develop rapport with all external/internal constituents of clients at all levels for maximum client retention & achievement of revenues.
- Maintain excellent relations with key clients / business groups to generate referrals as well as build avenues for additional business.
- Lead a team six Area Managers and seventeen Business Officers and help them to achieve self orientation towards ambitious budgets.

September 2013--July 2017

Kansai Nerolac Paints Limited

Project Sales Manager- East 1

- ✓ As a Project Sales Manager, East 1, my role here was to develop Institutional/ Project Sales in markets of West Bengal, Chattisgarh and North East.
- ✓ The key responsibilities included close association with the big builders, architects, contractors in respective locations and to develop Brand Nerolac in Large User Business.

Key Result Areas

- Handle Institutional Sales in West Bengal, Chattisgarh and North East and accountable for achieving business goals and increased sales growth.
- Assist with and progress to the development and management for various projects.
- Monitor and rationalise the profitability of the channel by generating new business avenues for them.
- Identify and align Institutional Dealers through existing channel and increase base through network expansion.
- Participate in departmental budget monitoring, processing of purchase orders, compliance with rules and regulations.
- Work on inventory of supplies to gain customer confidence in big institutional customers and maintain the desired service level.
- Lead a team of Sales Officers, Sales Supervisors and motivate them to achieve ambitious budgets.

Feb'09- Aug'13 Kansai Nerolac Paints Limited Area Sales Manager- Kolkata & Upcountry

- ✓ While working as an Area Sales Manager, South Bengal, which included both Kolkata City and Kolkata upcountry, my primary responsibility, was to develop distribution.
- ✓ This included key focus in dealer integration, painter loyalty programmes and scheme management. I grew in excess of 30% in the first three years as an ASM.
- ✓ The area I once covered are currently covered by 6 Area Managers.

Key Result Areas

- Handle trade sales and distribution in Kolkata city & upcountry.
- Develop existing channel partners and to expand new distribution.
- Design and execute schemes and to drive overall channel sales.
- Inventory management and co-ordination with Supply Chain.
- Secondary sales support through influencer and customer centric activities.
- Monitor and rationalise the profitability of the channel by generating new business avenues for them.
- Provide administrative support, gather and collate documentary evidence for making the Company's brand as the most focussed brand among consumers through brand focussed activities.
- Devise & implement marketing plans & activities for successful launching of new products and extension to new territories.
- Lead a team of Sales Officers, Sales Supervisors and motivate them to achieve ambitious budgets.

March 2007- February 2009 Kansai Nerolac Paints Limited Project Sales Manager- Kolkata

- ✓ As a Project Sales Manager, I was responsible for driving institutional/ Project Sales in Kolkata city and Kolkata upcountry. The key responsibilities included penetration with with Kansai Nerolac Brand in Large Institutional Customers.

Key Result Areas

- Handle Institutional Sales in West Bengal and accountable for achieving business goals and increased sales growth.
- Identify new market segments like Builders, Contractors, Corporate, and Architects and generate business through them.
- Build and strengthen relationships with key accounts, thereby ensuring high customer satisfaction by providing them with complete product and service support.
- Interact & develop rapport with all external/internal constituents of clients at all levels for maximum client retention & achievement of revenues.
- Maintain excellent relations with key clients / business groups to generate referrals as well as build avenues for additional business.
- Lead a team of frontline Institutional Sales Force including TSIs and DSAs and help them to achieve self orientation towards ambitious budgets.

June'06- March'07 Akzonobel India Ltd (Formerly ICI Paints) Area Development Executive

- ✓ As an Area Development Executive, I was responsible for handling Institutional/Project Sales in Odisha & Jharkhand. The key responsibilities included penetration with Dulux Brand in Large User Business.

Key Result Areas

- Handle Institutional Sales in West Bengal, Orissa & Jharkhand and accountable for achieving business goals and increased sales growth.
- Identify new market segments like Builders, Contractors, Corporate, and Architects and generate business through them.
- Build and strengthen relationships with key accounts, thereby ensuring high customer satisfaction by providing them with complete product and service support.
- Interact & develop rapport with all external/internal constituents of clients at all levels for maximum client retention & achievement of revenues.
- Maintain excellent relations with key clients / business groups to generate referrals as well as build avenues for additional business.
- Lead a team of frontline Institutional Sales Force including TSIs and DSAs and help them to achieve self orientation towards ambitious budgets.
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Feb'05-May'06 Schneider Electric India Pvt Ltd Territory Manager

- ✓ As a Territory Manager my key responsibilities were to develop both the Channel Sales and Project Sales in Odisha and Jharkhand. It was a start up business in these states with brands like LK Fuga, Clipsal, and Protec. Dealer and Electrician integration programmes were launched in these states in my time.

Key Result Areas

- Handle Retail and Institutional Sales in Orissa and Jharkhand and accountable for achieving business goals and increased sales growth.
- Identify and build up a chain of distributors and retailers.
- Frame and implement distributor and retailer schemes and forecast relevant volume.
- Leverage the industrial strength of Schneider in retail and institutional segments.
- Conduct Meets and Seminars for influencers.
- Lead a team of front Retail and Institutional Sales force and help them to achieve self orientation towards ambitious budgets.

Asian Paints India Ltd

May'00-Feb'05 Senior Project Sales Co-ordinator

Asian Paints started the organised Institutional Sales Department in Kolkata with me. I used to be the sole member of Asian Paints Project Sales, which was called Large User Business. Many important buildings were painted by me which included Dakshineswar Mandir, Bengal Peerless, TCS, RBI to name a few.

Currently more than 10 front liners work in Asian Paints Project Sales in West Bengal.

Key Result Areas

- Generate Institutional Sales in Kolkata through market segments like builders, architects, contractors and institutions.
- Identify and collate the data of various Institutional segments and map their potential.
- Have an action plan to position different product categories in different market segments
- SWOT analysis of the Company in different institutional market segments vis-à-vis competition.
- Manage a team of DSAs and remain accountable for their deliverables.

Asian Paints India Ltd

July'97-April'00

Territory Sales In-charge

- ✓ As a TSI, my role was to provide impetus to existing channel and to develop new distribution in existing and new towns.
- ✓ I used to cover 9 districts of upcountry Lucknow.
- ✓ My territory grew in excess of 25% in all the three years.
- ✓ I was instrumental in delivering bulk materials to Indian Oil Corporation.

Key Result Areas

- Travel extensively in upcountry markets of Uttar Pradesh to cover nine districts and to manage an extensive chain of dealers and sub-dealers.
- Increase numeric reach, weighted reach and market share by monitoring their sale and inventories.
- Effective merchandising leading to increased visibility at the point of purchase.
- Work towards a strategy where there is a desired equilibrium in wholesale and retail.
- Implement the schemes effectively so as to rationalise funds.

Personal Vitae

Academic qualification

- **B.Sc** in Economics, Mathematics & Political Science in 1994 from University of Kolkata with 51%.
- **Class XII (Science)** in 1991 from S.A. Jaipuria College, Kolkata with 58%.
- **Class X (ICSE)** in 1989 from St Mary's Orphanage and Day School, Kolkata with 76%.

Professional trainings

- Managing for the future (Managing people and sales) by Mercuri Goldmann.
- Professional Selling Skills by Achieve Global.
- Key Account Management by Sm-mart Consultancy Services.
- Basic and Advanced Selling skills by Sm-mart Consultancy Services.

Personal details

Date of Birth : 13.09.1972.
Father's Name : Mr Rathindra Nath Mukherjee.
Marital Status : Married with a daughter.
Languages known : English, Bengali & Hindi.
Interests : Cricket History and Music.

