

Saikat Bhattacharjee

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High-energy professional targeting challenging assignments in Product Management, Key Account Management, Retail Management, Sales and Operations Management with an organization of high repute

Location Preference: Bangalore/Kolkata/Mumbai/Pune/Hyderabad

PROFILE SUMMARY

- Performance-driven, insightful professional with nearly **10.6 years of rich experience in Product Management, Marketing, Operations and Sales** for both technical and consumer product & service lines.
- **Maximised sales growth** and profitability of existing products by driving product schemes.
- Established **strong market knowledge** of existing and potential business verticals and ensured business growth opportunities aligned to the organizations strategic plans
- **Hands on product manager** with in depth experience in developing products by identifying potential products; conducting market research; generating product requirements; determining specifications, production timetables, pricing, and time-integrated plans for product introduction; developing marketing strategies. Have the experience of nurturing product lines all through its lifecycle.
- **Managed comprehensive go-to-market strategies** and plans that included positioning, launch strategy, product promotional ATL&BTL activities, sales training, project price
- **Experience in selling IT infrastructure solutions to Indian clients (Government institutions, educational institutions, etc.)**
- Comprehensive knowledge in providing source data for product line communications by defining product marketing communication objectives
- Expertise in Mapping client's requirements, relationship building, solutioning with the technical team and providing customized business solutions
- Possess good communication, analytical and problem-solving skills to work with cross functional team
- Benchmarking with competition and do competitor analysis

KEY SKILLS

**Strategic Marketing
Channel Management
Brand Management**

**Marketing Communication
New Product Development
Competitor / Trends Analysis**

**Product Management
P & L Management
Operations Management**

NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

At Century Plyboards (I). Ltd.: Since May 2019 till present

- Generated business growth of 18% over last year and profitability increase of 5% since joining.
- Product wise growth over last year: Club Prime doors = 8%, Pro doors = 5%, Sainik Doors = 38%, Moulded Doors 10%
- Drive 2months Distributor & Retailer engagement programs in Mumbai which generated a consistent business as per plan
- Drive ATL & BTL activities like door display, hoardings, shop board campaigns for 3 monthly period PAN India which increased brand awareness, enquiries and secondary sales by 5%
- New Product Development - Melamine Skin doors as a decorative door product offering catering PAN India requirement.
- Market Research and study on wooden door frames for new product development
- Revamp of website, navigation, design and product pricing for Ecommerce portal

At Godrej & Boyce Mfg. Co. Ltd.: Since Jan 2014 - May 2019

- Significant sales growth in Hospitality vertical over last year(FY 2016-2017) by 19%
- Given sales growth of Electronic Locks by 16% (CAGR)
- Developed customised Electronic locks for Real estate customer which generated new revenues of INR 23 Lakhs
- Developed customised door hardware for key account project which assisted in order of 1 Cr
- Achievement of 132% in FY 2017-18 in Hospitality vertical.
- Given 8% GOLY in FY 2018-2019 in the Hospitality vertical
- Increased profitability of hospitality vertical by two folds in span of 3 years
- Consistently met targets month and quarter wise for the assigned zones
- Worked with project dealers, Architects, PMC & channel partners and expanded current prospect database by 12%
- Developed new range of door accessories & mortise lock for key accounts and other institutional customers

At Intec Infonet Pvt. Ltd.: Since March 2011 - December 2013

- Achieved target sales of **5 Crores**.
- Supervised sales of networking & IT infrastructural solutions & products entailing converged data, voice & wireless, security, firewall and surveillance

- Successful in selling IT Networking products to clients like IOCL and Govt Universities like Jadavpur University, IGIT Odisha, BIT Sindri, NIT Raipur, NIT Silchar.

At Mascon Global Ltd.: Since April 2010 – October 2010

- Conducted research on telecom equipment manufacturers of USA, APAC & Nordic countries and identified potential telecom companies based on IT, ICT, R & D budgets, net profit, EPS, investment plans, OPEX spending & so on
- Analysed the market potential of VoIP in USA
- Formulated game plans and work for positioning MGL among Top 5 firms by Zinnov
- Supervised selling of telecom expertise & services related to:
 - VoIP, professional services and communication infrastructure equipment & solutions (wireless, wire line & IP telephony)
 - Unified Messaging Systems-product life cycle, new product development, testing and test automation and mobile applications

At DeepRoot Linux Pvt. Ltd.:

- Explored and generated local business opportunities in Bengaluru to achieve customer satisfaction within planned budget
- Designed the database of companies from European region to generate business and promoted FOSS based products & services
- Received an appreciation for resolving clients issues in compliance with SLAs
- Signed major brands like BPL Telecom, Kemwell Pharma, Dream-a-Dream and Mother Diary

WORK EXPERIENCE

Since May'19 with Century Plyboards (India) Ltd, Kolkata as Product Manager

Key Result Areas:

Product & Brand Management

- Managing Flush Doors and Decorative doors portfolio of 125 Crs
- Pivotal in product planning and product marketing for two product categories(flush doors and decorative doors), generating GOLY of 18% since joining, with 3% increase in profitability.
- Planning and development of Doors product segment of Flush Doors and Decorative Doors
- Working on Product Data analysis and sales forecasting.
- Identify product gaps, coordinate with cross functional teams for product level improvement
- Factory co-ordination and capacity planning, Coordination with PAN India Sales team and R&D team for product improvement and manufacturing lead-time improvement.
- Formulating marketing budget and implementing the same, directing sales volume achievement and distribution channels
- Understanding the Market requirement and positioning the product strongly in the market
- Development, management and evaluation of overall product strategy
- Developing business for flush doors and Implementing the sales and marketing strategy for increasing Primary and Secondary sales
- Responsible for preparing product forecasts, and constantly monitoring inventory levels held at central and interstate warehouses including liaison with production (factory) to ensure supply timelines.
- Assist with the development of the next year annual marketing calendar and for controlling advertising, promotion and sales aid.
- **Product Pricing** – Price Study every quarter collected MRP of competition for pricing analysis and revision.
- Match product with respect to Project Tech specs as per BOM and provide special Pricing support
- **Profitability** - Evaluate the product with other peer products, Deep dive into the product, Comparison analysis
- **Product Testing and Benchmarking** – Do testing of competition products every quarter against benchmarks set by BIS norms and improve quality standards.

Local Area Marketing

- **Channel Activities:** Extensively drive product level penetration plan & Branding through Channel Expansion, Product presentations for Contractor & Retailer Meets, New Town Development, Market storming activities and thereby enhance sales volume.
- **In shop Branding activities:** Design and development of marketing collaterals for In-shop branding at dealer /retailer outlets.
- Develop branch wise ATL and BTL activities plan of product – Outdoor Hoardings, Wall Painting, Shopboards for Urban and upcountry markets in consultation with corporate marketing team and through activation agencies for enhancing brand visibility
- Drive product wise and branch wise VAN activities for deep market penetration
- Successfully execute exhibitions like Interiors ABID, Acetech etc

Training & Development

- Assist the sales training on product positioning – ensure all sales members can internalize and clearly communicate the product positioning and message.

- Business and development - communicate the value propositions of the product to the sales team and develop the sales tools that support the selling process. Demand Generation- develop strategies to manage the programs that drive demand for products.
- Review and monitoring of field sales team on their product knowledge, sales performance of branch.

Ecommerce Activities

- Develop content of Century Doors product portfolio, product wise features, State wise pricing, door specifications
- Pricing & Facelifts for Door sales on Amazon

Jan'14 -May'19 with Godrej & Boyce Mfg. Co. Ltd., Mumbai as Deputy Manager Marketing

Key Result Areas:

- Mapping customer requirements, providing customized products and explaining the specifications; liaising with internal teams for closing the deal
- Administering the:
 - Indian hospitality vertical to increase account penetration
 - Horizontal penetration in large accounts and increasing wallet share in existing large accounts
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- **Channel Expansion**-Dealer management, evaluation, appointment, engagement, lead generation and conversion
- Ensure adequate resources at the distributor end and training and development of resources with the distributor on product and services.
- **Product Launch**-Develop product launch plan and assist sales team in launch of new products in co-ordination with cross functional teams, product training, working out schemes and incentives.
- Understand customer requirements, product needs, application and expectations, generate enquiries and outstanding collection
- Data Analysis of existing business verticals, GOLY, formulating strategies for growth in hospitality, government, Key Accounts and safety verticals
- Formulating and implementing marketing strategies and promotions to increase market penetration and to drive revenue and profitability by maximizing sales
- Work on product prioritization, pricing strategies and relationship management with key accounts for maximising project throughout, account penetration and wallet share
- Working with Cross Functional Team and developing new products for hospitality & OEM vertical
- Provide consistent partner engagement to ensure partners develop their sales, pre-sales and delivery capabilities in-line with marketing policy
- Channel & B2B Market development inclusive development of plan for ATL / BTL activities and ensure implementation of the same
- Forming & maintaining business relationship with key customers for smooth business transactions and achievement of business targets
- Recommending product innovations, new brand/line extensions, securing necessary approvals and monitoring launch with focus on expanding brand portfolio, market share & profits
- **Product Development** -Work with Cross Functional Team (Design, Product, Manufacturing, Sourcing and Finance) for customized solutions as per the customers' requirements and application
- Plan distribution as per received orders in co-ordination with Sourcing, Manufacturing and Supply Chain Team
- Architecting designs required to cater the customer requirements, assessing customers' needs and recommending solutions that optimized value for both the customer and the firm
- Tracking and monitoring vertical & branch wise enquiries through MS CRM and conversion of enquiries to orders
- Maintaining divisional MIS and power point presentations
- Adhering to all quality standards and processes for customer acquisition, opportunities and submission of tender and contract documents
- Rendering support to Sales Team with respect to product display samples, test certificates, brochures, technical specifications, Product training for capability building
- Executing the:
 - **Win -Loss Analysis** of key accounts & strategizing to maximise sales
 - Stocks planning of electronic card locks as per fast moving products and potential hot enquiries
 - Development of customised products especially for the OEM, Healthcare and Safety vertical at competitive price point.
- Engaged in:
 - Market research and consumer insight generation
 - Briefing the design team regarding the new products to be developed
 - Market visits and launching new product
 - Pre-sales & specification marketing

PREVIOUS EXPERIENCE

Mar'11-Dec'13 with Intec Infonet Pvt. Ltd., Kolkata as Manager-Business Development (Area of Operation: East India including North East)

Key Result Areas:

- Handling Business Target Volume of 5.5 Crore
- Analysing end-user account's ICT budgets, requirements & period of implementation for identifying prospective business
- Solutioning and sales of networking & IT infrastructural solutions & products entailing Converged Data, Voice & Wireless, Security, Firewall and Surveillance
- Prepared winning responses for RFPs and RFIs in infrastructure and Networking space.
- Lead generation from cold calls, prospecting, suggest BOQ, specify product specs in tenders.
- Liaisoning with :
 - Team members to realise sales objectives and targets
 - OEMs for realising turnkey projects against RFP, Tenders.
 - Technical Support and Implementation Teams for providing customer support & project execution
- Undertaking BTL advertising to reach all key representatives of identified business markets and discussing about Intec's expertise & contributing towards National Knowledge Networking Project

Apr'10-Oct'10 with Mascon Global Ltd., Bengaluru as Executive-Marketing Communication & Business Development

- Conducted research on telecom equipment manufacturers of USA, APAC, Nordic Countries and identified potential telecom companies based on IT, ICT, R & D budgets, Net Profit, EPS, Investment Plans, OPEX Spending, etc.
- Analyzed market potential of VoIP in USA
- Performed detailed & periodic analysis of companies in the Technology sector
- Research, analysis, creating report as per the requirement & Monitoring competitor facts
- Liaised with CTO, VP Engineering, VP Technology, CEO of the US telecom companies for bidding in Telecom infrastructure projects
- Supervised selling of telecom expertise & services related to VoIP, Professional Services and Communication Infrastructure Equipments & Solutions (Wireless, Wire line & IP Telephony)

Feb'09-Mar'10 with DeepRoot Linux Pvt. Ltd., Bengaluru as Business Development Executive

- Explored and generated local business opportunities to achieve customer satisfaction within planned budget
- Designed & executed marketing programs to expand company's reach within the client
- Doing Internet research and market research for determining brand awareness of flagship product of the organisation, understanding customer needs and evaluation market penetration of product
- Conducted client meetings to build and maintain relationship
- Convinced prospective clients through presentations

INTERNSHIP

Organization: HSBC-Asset Management (India) Private Ltd., Bengaluru
Title: Study on the Investment Behaviour of the Investors in Mutual Funds
Duration: 8 weeks
Role:

- Studied pre-defined spectrum of investment products available in market and ascertained investment goals of mutual fund investors
- Understood nature & period of investments and financial goals of investors
- Suggested the kind of investors to be targeted for investment

TRAINING ATTENDED

- Training on MS Excel Level 1 & 2 , Data analytics conducted by Godrej & Boyce Mfg Co Ltd in 2016
- Building Stakeholders Relationships
- Think Strategically-Apply Business Judgement
- Influencer Management
- Image Processing conducted by Jadavpur University, Kolkata in 2004

IT SKILLS

- MS Excel, Office, PowerPoint, BAAN, Infor

EDUCATION

2009 Post Graduate Diploma in Management (Marketing) from Alliance University, Bengaluru
2006 B.Tech. (Electronics & Communication) from Mallabhum Institute of Technology, West Bengal University of Technology, Kolkata

PERSONAL DETAILS

Date of Birth: 15th August 1982
Languages Known: English, Hindi and Bengali
Marital Status : Single
Address : AE-608,Sector-1,Salt Lake City, Kolkata-700064

Annexure

ACADEMIC PROJECTS

Title: Consumer Attitude towards Online Shopping Behaviour
Duration: 8 weeks
Description: Identified key factors influencing consumer online shopping behaviour; examined cognitive & personality factors affected consumer's attitude & suggested how E-commerce based firms are built & motivated consumers towards online transactions

Title: Digital Weighing Machine
Duration: 28 weeks
Description: It included digitisation of weighing machine, its functionality and application in industry

Title: Development of a Door Control Module for a Cyclotron
Organization: Variable Energy Cyclotron Centre, Kolkata
Duration: 5 weeks
Description: Involved working of cyclotron & functioning of door programmable logic controllers

Title: Field Sales Marketing of HCL Desktops
Organization: HCL Infosystems, Kolkata
Duration: 4 weeks
Description: Studied preference of HCL desktops in comparison to other brands; evaluated sales of HCL desktops to corporate and retail customers