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Summary

An astute professional with over 2 decades of experience in the FMCG and Consumer Durables Industry with career success in sales, business strategic planning & expansion, brand promotion, service excellence, distributor & dealer networking, and team performance management. I am skilled at developing ethical sales model while heading branches and catapulting them to Profit Centers/ Business Ventures. I wish to contribute positively to the growth of my employer organization, in terms of profitability, market share enhancement and brand strengthening

Experience

 **STATE HEAD, WEST BENGAL, WATER PURIFIER BUSINESS** Sep 2017 - Oct 2019
Havells India Ltd 2 years 2 months

As State Head for the Water Purifiers Division, I am responsible for conceptualizing & implementing revenue generating business and Channel Growth strategies for sales and business development across the assigned territory. Managing channel sales while dealing with super distributors and involved in complete merchandising of products while keeping in check the merchandise assortment/ inventory across the designated region is also part of my port - folio

 **SENIOR BRANCH HEAD** May 2016 - Sep 2017
Eureka Forbes Ltd 1 year 5 months

Was looking after entire ROB & responsible for primary, secondary & tertiary of ROB. A team of 3 TH,2 ASH,3 TL,25 ISP was directly reporting to me. Was responsible for branch credit hygiene,market hygiene,marketing activity,competitor activity. Awarded best Emerging Branch Head on the joining Month in Eureka Forbes Limited for doing the ATH month in joining month of May 2016

 **AREA SALES HEAD** Mar 2012 - Apr 2016
PHILIPS ELECTROLUX ELECTRONICS LTD 4 years 2 months

Had been handling Modern Trade East for 2 and half year, wherein accounts included, METRO C&C, FUTURE GROUP, RELIANCE RETAILS LTD, NEXT, DIGIWORLD, FLIPKART etc. Had been awarded best Area Sales Head PAN INDIA for 2014 and invited for Philips Ambilight Launch in Mumbai on 07th April 2015

 **TERRITORY SALES MANAGER** Oct 2009 - Mar 2012
Tata Tele Business Services 2 years 6 months

Was looking after prepaid sales of Tata Indicom and handset sales in distribution channels in South 24 Parganas, Bankura, Purulia in West Bengal (Handling distributors). Was rewarded with Best Channel Sales award for three consecutive quarters from 2010-2011 with TATA Tele Services Ltd

 **TERRITORY SALES OFFICER** Aug 2007 - Sep 2009
Marico Limited 2 years 2 months

Was looking after area of urban distribution in Burdwan, Bankura, Purulia, Durgapur, Memari, Chinsura areas of West Bengal. Won Award for Emerging Talent as TSO



TERRITORY SALES OFFICER

Unilever

Apr 2004 - Jul 2007

3 years 4 months

Was handling distributors in upper Assam area of Tezpur, North Lakhimpur, Entire Arunachal Pradesh, Pasighat, Dhemaji, Digboi, Naharkatia, Tinsukia, Dibrugarh in Detergent division of HUL. Won Royal Bengal Tiger Award for Best TSO for 4 quarters



ROUTE EXECUTIVE

Taratola Soft Drinks Pvt. Ltd.

Apr 2001 - Jun 2004

3 years 3 months

Complete merchandising of products while keeping in check the merchandise assortment/ inventory across the designated region. Direct Route Operation and Channel Management of South 24 Parganas, West Bengal



RETAIL DEVELOPMENT REPRESENTATIVE

HERBICURE PRIVATE LIMITED

Nov 1999 - Mar 2001

1 year 5 months

Channel Sales Management and launch of new OTC products. Focusing on product visibility with distributors & retailers



READER RELATION EXECUTIVE

Times Of India Group

Aug 1998 - Oct 1999

1 year 3 months

Market Survey, Data Collection & Collation

Education



Heramba Chandra College - India

1994 - 1997

Economics, Political Science, Geography, Sociology, Literature



Ballygunge Government High School

1992 - 1994

Higher Secondary - Uchha Madhyamik



Ballygunge Government High School

1991 - 1992

Secondary School - Madhyamik

Skills



Supply Chain Management • Cross-functional Team Leadership

Certifications

ONE YEAR PG DIPLOMA IN MARKETING MANAGEMENT FROM INSTITUTE OF MODERN MANAGEMENT IN 1998-1999 • INSTITUTE OF MODERN MANAGEMENT

Honors & Awards

3rd Best Branch Head in PAN India • Eureka Forbes Ltd • May 2017

Got the award due to the best performance because of the YTD growth given & achieved Foreign Trip Scheme of own and the entire team

Best Area Head in PAN • Philips Electrolux Electronics Ltd • Apr 2015

Got the award because of the performance consistency and go 8 best Area Head award in 8 quarters consecutively

Best Rural Territory Manager in West Bengal • Tata Teleservices Ltd • Jun 2011

Got the award because of the highest activation given in consecutively 3 quarters

Best TSO award of Royal Bengal Tigers of NESA(North East Sales Area) • Hindusthan Unilever Limited • Apr 2005

Got the award because of the continuous best performer in highest line selling continuously in every quarter in 2005