

Tonmoy Mitra

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Senior Level Assignments in Sales & Marketing/Network Expansion & Development / Business Development / Key Account Management with a growth oriented organization.

Professional Synopsis

- ❑ A dynamic professional with over 23 years of enriching experience in **Sales & Marketing, Business Development, Network Expansion, Key Account Management & Operational & Strategic Marketing**
- ❑ Presently, working with ATUL AUTO LIMITED, the 3W CV manufacturer as REGIONAL MANAGER-NORTH EAST REGION, Based out of KOLKATA.
- ❑ Functional Skills include:
 - Network Expansion - Dealer Development - Formulating Schemes & Tie-Ups
 - Manpower Development - Competitor/Market Analysis - New Product Positioning
 - Channel Sales - Working Capital & Inventory Management
- ❑ Proficiency in devising & executing marketing strategies for accelerating revenue base. Attained proficiency in Business Development & Marketing activities:
 - Breaking new avenues/ unrepresented Markets/Segments & driving sales growth.
 - Establishing relationship with channel partners & customers for a high satisfaction index.
 - Leading and motivating large teams and managing P & L for business divisions.
- ❑ A keen planner, strategist & implementer with demonstrated abilities in devising sales & marketing activities and accelerating the business growth.
- ❑ Excellent communication & interpersonal skills with strong analytical, team building, problem solving and organizational abilities.

Education

- **B.Sc. Agriculture** from College of Agriculture Chiplima, Sambalpur; under **Orissa University of Agriculture & Technology in 1998.**
- **Diploma in Marketing Management** from DIMS Institute of Management Studies, New Delhi in the year 1998.

Core Competencies

Business Development / Sales & Marketing

- Driving marketing initiatives and achieving desired targets with overall responsibility of ROI; exploring marketing avenues to build consumer preference & drive volumes.
- Conceptualizing & implementing strategies as part of brand building and market development effort; establishing corporate strategies and budgets for achievement of top line & bottom line targets.
- Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.

Key Account Management

- Developing relationships with key decision-makers in target organizations for business development.
- Interfacing with institutional & corporate clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- Managing activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing.
- Have handled Government as well as corporate clients with ease for accomplishment of assigned tasks.
- **Major Government clients included Municipal Corporations in States of WB/ North East/Orissa/Bihar /Jharkhand, Tribal Development Boards in North East /Orissa/Jharkhand, Mining Corporations in Orissa /Jharkhand , Steel Authority of India Limited-Joda /Barbil/Kiriburu Mines & State Transport Corporations in WB/Assam/Orissa**
- **Corporate accounts handled included Tea Gardens in North Bengal & Assam (McLeod Russel India Ltd.), Rubber Plantations in Tripura, Civil Construction Companies in East & North East and Private Organizations involved in Mining Business in Orissa & Jharkhand.**

Channel Expansion (Primary & Secondary)/ Distribution Management

- Managing channel partners / transporters / distributors; ensuring product availability and visibility/ reach in the assigned territory.
- Identifying and Developing new business partners to expand product reach in the market and working closely with them toward to achieve the desired results.
- Human Resource Development in the dealerships through training programmes & R&R schemes
- Market & Competitor Mapping to gauge the market coverage and propose expansion plan accordingly

Team Management

- Leading, mentoring & monitoring the performance of territory partners to ensure efficiency in process operations and meeting of regional targets.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

Sales Support System Management

- Branding; Developing Brand visibility
- Floating promotional scheme and proper disbursement ensure timely closing
- Planning & conducting a range of activities to promote sales
- Developing & Managing vendors for output at a minimum cost
- Working on TS-16949 Compliance(Part of the Cross Functional Team

Career Contour

Jan '19-Till Date' with Atul Auto Limited – as Regional Manager-North Eastern Region Based out of Kolkata (Covering West Bengal & North Eastern States)

- Heading North Eastern Region comprising of West Bengal & the NE States, as profit Centre Head taking care of SALES & SERVICE Operations.
- Leading a Team of 06 Members in an effort to position the Brand ATUL in the Region, the brand being very new to all the States except a few districts of Lower Assam.
- **Handling the prime responsibility of Network Expansion across the region to create brand visibility – Primary Network in the New Markets & Secondary Network in the matured markets (to enhance coverage)**
- Responsible for achieving Monthly Targets in terms of Billing & Retail of Vehicles , Billing of Spare Parts/Lubricants , Workshop Reporting & CSI
- Monitoring the rotation of fund brought into the system in form of Inventory Funding / Trade Advance to minimize the chances of leakage, affecting business volumes.
- Ensuring retail finance availability to all existing & new dealers through leading NBFCs, to maximise business and reach break-even at the earliest.
- Organising On-Line training & motivational sessions for Dealer Principals & Dealership manpower, under the current scenario, to keep the morale high.

Jan '18 - Jan '19 with Lohia Auto Industries – Electric Vehicle Business Unit as Head- Strategic Marketing, Pan India based at Noida Corporate Office

- **Planning & Implementing Operational & Strategic Marketing Initiatives** – Participation in Auto Expo 2018 was the major event conducted within 15 days of joining the organization. LAI was the only Electric Vehicle Manufacturer to be invited in the Auto Expo 2018.
 - **Implementation of working systems & processes in the organization & channel partners** – Currently working with Excellon Systems Pvt Ltd. Pune towards implementation of ERP within the organization (Plant & Corporate Office) and DMS at the dealerships with an objective of speeding of Sales Cycle and capturing desired reports at every step.
 - **Corporate Client Engagement Initiatives** – Initiated discussions with IRCTC for procurement of E-Vehicles for Passenger Movement in major railway stations & for loading of food cartons in pantry cars at all base kitchen locations. **Successfully convinced the purchase committee at New Delhi Station to win the first order of 06 Vehicles in Feb 2018.**
 - **Analyzing Dealer Business Health and suggesting ways and means of improvement** - Identify gaps in market coverage / reasons for poor conversion & come up with counter measures to improve volumes & market share
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**Oct'14-Sep'17 with CNH Industrial (India) Pvt. Ltd – Tractor Business
As Senior Manager – Channel & Business Development, East based @ Kolkata**

- New Business Development to support Sales Volumes & Market Share
- Key Account Management – **Handling corporate clients like **Mcleod Russel** /KMC/IMFA/AAI/Indigo for Tractor Sales.**
- Implementation of Brand Promotion & Lead Generation Initiatives.
- Network Analysis and Identification of gaps leading to loss of Market Share
- **Scouting for suitable parties in un-represented markets, documentation and LOI process**
- Handholding of new dealers enabling them to settle in and start performing
- Identification of non-performing dealers and initiate corrective actions
- Dealer Manpower Quantity and Quality Monitoring
- Implementation of systems and processes in dealerships
- Manpower Implementation of systems and processes in dealerships
- Manpower Development – Capability enhancement through training / reward & recognition
- Dealer Audit for systems and processes adherence

**Sep'10-Oct 14' with Piaggio Vehicles Private Limited – 3W/4W Business
as Manager – Channel & Business Development, East based @ Kolkata**

- Identifying new avenues/types of Business/Products/Services with an emphasis on plugging gaps (existing and/or expected) in the mitigation of needs of potential clients (existing and/or new ones).
- **Scouting for suitable parties in un-represented markets, documentation and LOI process.**
- Attracting NEW customers and penetrating EXISTING markets
- Generating Leads for possible sales through ATL and BTL activities.
- Planning and budgeting of ATL & BTL activities and Execution of the same through Internal/External Agencies
- Advising on/Drafting and Enforcing Sales SOPs and Processes –Existing and New Products/Markets
- Industry and Competitor analysis in terms of absolute volumes and market share
- Planning Performance Monitoring Systems and methods of improving productivity of manpower/systems/processes through Training/Reward/Recognition
- New Launches,Pre and Post Launch Planning ,Market Research for ideal positioning of the product
- **Institutional Sales – Corporates and Government**
- **Handling of Key Accounts like Municipal Corporations, Plantations, Manufacturing units for Sales of Special Purpose Vehicles**

**Sep'08 –Sep '10 with Valvoline Cummins Ltd. (Automotive Lubricant Retail Division)), Kolkata
As Marketing Support Manager, Eastern Region**

- Developing Brand visibility thru visuals & activities-Planning brand building and sales supports activities and executing them .Leading a team of FMRs engaged in sales support activities in different states, coaching and guiding them towards maximizing the output
- Managing 4 nos Marketing Vans involved in field activities in the states
- **New distributor appointment & identification and aligning secondary /tertiary channel with the distributor**
- Market and competition analysis- Analyzing competitor schemes, pricing & activities and develop strategies accordingly
- Floating Schemes & Tie-Ups to enhance sales-Ensure timely introduction of the schemes, Monitor scheme performance, take corrective actions in case of deviations and ensure timely closure.
- New Product Launches-Planning & positioning
- Developing & Managing vendors for sales support functions, optimizing costs and extracting the best out of the vendors
- Handling Regional BTL, Raising and Closure of Work Orders and vendor payment
- **Bulk Sales of Greases/Coolants/Cutting Oil to Institutional Clients & Engine Oils to State Transport Corporations in Assam/WB/Orissa**

**Jan'05 –Aug 08 with Reliance Industries Ltd. (Petroleum Retail)
As Area Manager - Retail Petroleum Business, Burdwan Sales Area Jan'07 – Sep'08**

- Managing Retail operations in Burdwan Sales Area comprising of Districts of Burdwan, Bankura & Purulia; looking after Company Owned Company Operated & Dealer Owned Dealer Operated Petroleum Retail Outlets.
- Handling a wide gamut of functions like Supply Chain Management, Quality Management, Dealer Management, Customer Relationship Management, etc.

- Ensuring adherence to quality and quantity aspects; meeting targets of Fuel & Lubricants (Castrol / ELF) in terms of volumes.
- Promoting Lubricant sales and maintaining highest level of Customer Care Standards.
- Interacting with fleet owners for volumes of Lubricants / Plaza Business; creating Dealer / Customer Awareness on Market trends and ongoing schemes in Fuel / Lubricant sales.

As Retail Outlet Manager - SURI COCO

Jan'05 – Dec'06

- Ensuring overall management of Company Owned Retail Outlet as a profit centre head
- Commissioning of new outlets & identifying franchisees to run them
- Managing/Leading a team of around 50 members towards achievement of organizational goals.
- Achieving targets in terms of sales of HSD (Diesel), MS (Petrol) and Lubricants.
- Maintaining quality & quantity of Product and Services as per standards laid down by the organization through strict monitoring of the processes.
- Ensuring adherence to the Standard Operating Procedures and statutory norms governing retail business of Petroleum products.
- Interacting with Statutory Bodies / Authorities for ensuring smooth operations of the business.
- Conducting Quality Audits in Dealer owned outlets in the territory to ensure uniform product & service standards.

Highlights:

- Played a major role in achieving the targets set by the organization in terms of sales volumes as well as implementing newly introduced processes.
- Distinction of establishing the Reliance Retail Outlet as the market leader in the trading area in terms of volumes as well as customer satisfaction parameters.

Jun'98 – Dec'04 with Kirloskar Oil Engines Ltd., Bhubaneswar

As Field Sales Officer-Western Orissa

- Managing the marketing operations of Diesel Engines used in Agricultural/Industrial applications, Gensets as well as spares & lubricants thereof, through dealer network.
- Channel Management; appointing new channel partners
- Establishing relationship with the Government Departments to get Government Orders & payments.
- Organizing Sales Promotional Activities such as Live Demonstrations, Van-campaigns, Training Camps, etc. to enhance sales volume.
- Launching new products and ensuring proper product positioning.
- Developing & maintaining rapport with key Government officials and key persons in corporate clients to get bulk orders

Highlights:

- Received Performance Excellence Award during the financial year 99-00 & 01-02 for contributing to the overall performance of the organization.
- Played a major role in the successful positioning of Company's new product (imported multi-fuel portable engine) in the market of Western Orissa and achieving highest sales volume in Eastern India during the first year.
- Independently handled Spares and Lubricant Business of the company in the state of Orissa.
- **Won NABARD funded tender of 1.00 lac pump set each, in consecutive years of 2001 & 2002 for Kirloskar Oil Engines Ltd.**

Academic Projects

- Conducted field Surveys on:
 - Radio Listening Habit of farmers of Western Orissa.
 - Influence of Agriculture based programmes broadcasted by AIR on farmers of Western Orissa.

Personal Details

Contact Address : Flat No D-1, 62/1/D, Vivekananda Sarani, PO & PS: Garfa, Kolkata - 78

Date of Birth : 7th Oct' 1973

Languages Known : English, Bengali, Hindi, Oriya, and Assamese

Current CTC : 15.00 Lacs INR PA