

# BIBEK RANJAN BANERJEE

Futuristic & forward-looking sales and business development leader with over two decades of experience in spearheading market entry strategies, driving exponential revenue growth, and establishing prominent brands in the real estate and paints industries. Seeking to leverage proven expertise in project segment penetration, team leadership, and strategic marketing to drive impactful business outcomes in a dynamic organization.



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📍 Kolkata, India



## CORE COMPETENCIES

Sales Pipeline & Operation  
Go-to-Market Strategy  
Revenue & Pipeline Growth  
Category Management  
Key Account Management  
New Business Development  
Territory Expansion & Management  
Distribution Network/Channel management  
Advertising & Marketing Strategy  
Category Management  
Brand Management  
Campaign Management  
Budget Administration  
P&L Management  
Competitor Analysis  
SEO/SEM Management  
Client Servicing  
360 Degree Marketing Campaign  
Team Leadership  
Strategic Planning & Execution  
Stakeholder Engagement  
Brand Positioning  
Cross-functional Collaboration  
ATL/ BTL/ OOH/ TVC & Radio



## SOFT SKILLS



## EDUCATION

- ❖ MBA, Marketing, Sikkim Manipal University – Kolkata, West Bengal (2010)
- ❖ Bachelor of Arts, English, Calcutta University – Kolkata, West Bengal (1998)



## PERSONAL DETAILS

- ❖ Date of Birth: 18th October 1976
- ❖ Languages: Bengali, English, Hindi
- ❖ Address: 225, Block B, Bangur Avenue, Kolkata, West Bengal 700055
- ❖ LinkedIn: <https://www.linkedin.com/in/bibek-banerjee-47b99b14/>



## PROFILE SUMMARY

- ❖ An enterprising leader with 22+ years of rich & extensive experience in Sales & Marketing; experienced in formulating end-to-end sales solutions, streamlining operations, while contributing to long-term growth objectives of the corporate entity.
- ❖ Robust acumen in steering business operations for the profit center to realize pre-planned sales and revenue targets; formulated profit center budget for operational / business development activities.
- ❖ Spearheaded the successful introduction and establishment of ZYDEX as a dominant brand in the Eastern Indian market within the Paint Industry's Project Segment, leveraging innovative technologies to achieve rapid market penetration and revenue growth.
- ❖ Led business growth through Go-to-Market planning, pipeline generation, financial performance, and revenue generation.
- ❖ Drove substantial sales volume growth at Kansai Nerolac Paints Ltd., elevating the brand to a leadership position in the Decorative Segment for Chhattisgarh, and achieving a tenfold increase in sales volume over seven years, positioning Nerolac as a preferred choice among B2B and retail customers.
- ❖ Expertise in organizing product promotions / new product launches for brand building & recall; ensured visibility of products through promotional activities & coordinated merchandising activities so that sales turnover is optimized.
- ❖ Strategy Architect: formulated & implemented sales and marketing strategies to improve opportunities, augment growth; developed annual business plans, promotion and innovation strategies with P&L & budget responsibility.
- ❖ Keen strategist thinker & implementer with a strong business acumen; skilled in setting strategic goals, making decisions, building business plans with key focus on ROI.
- ❖ Drove business and ensured sustained growth, focused on achieving /surpassing sales targets; expanded business reach and created new sales / leads opportunities.
- ❖ Fostered lasting relationships & promoted organic growth with distribution intermediaries through value-added strategic analyses & execution of consultative solutions.
- ❖ Conducted competitor analysis & competency mapping for keeping self-updated of market trends and competitor moves to achieve market share and provided valuable inputs for fine tuning sales and marketing strategies.
- ❖ Capability to drive an independent workflow, comfortable to work in ambiguous, ever-changing situations and flexible to work collaboratively in a team and create an inclusive environment with people at all levels of an organization.



## CAREER TIMELINE (major 5 organizations)





## WORK EXPERIENCE

### Since Jan'22 | Regional Sales Manager – East | Zydex Industries Private Ltd. – Kolkata

- ❖ Pioneering the introduction and launch of ZYDEX as a brand in the Eastern Indian market, bringing an innovative technology to the paint industry, particularly in the project segment.
- ❖ Engaging developers and key decision-makers such as architects to establish brand presence and foster relationships.
- ❖ Directing a team of experienced professionals and freshers, including executives and managers, to meet organizational expectations in revenue generation.
- ❖ Facilitating the onboarding of applicators capable of elevating project execution standards.
- ❖ Participating actively in tendering processes to secure contracts and projects.
- ❖ Exhibiting strong communication skills with a focused approach to winning projects despite pricing challenges.
- ❖ Ensuring the best customer experience during both sales and post-sales interactions.
- ❖ Overseeing the top-line responsibility for the paint division in East India, while also identifying opportunities in the waterproofing segment.

### Sep'18-Jan'22 | General Manager - Operations Head | Magnolia Infrastructure Development Ltd., Kolkata, West Bengal

- ❖ Orchestrated the entire post-sales process, from allotment and agreement to the handover of units.
- ❖ Supervised cash flow to ensure smooth functioning across departments.
- ❖ Managed refunds, cancellations, recovery and collection reports, and issued final demand notices.
- ❖ Oversaw all post-sales activities and backend operations for projects.

### Oct'17-Aug'18 | Additional General Manager - Marketing | Shapoorji Pallonji Real Estate, Kolkata, West Bengal

- ❖ Developed and implemented comprehensive marketing and sales promotional activities to enhance project value and facilitate business growth.
- ❖ Strategized marketing campaigns with a focus on project and target customers, including ATL, BTL, digital marketing, and customer engagement activities.
- ❖ Crafted written marketing communications, including press releases, promotional materials, newsletters, and advertisements.
- ❖ Drove customer acquisition through lead generation, SEO, bulk email campaigns, SMS blasts, and on-ground BTL activities.
- ❖ Innovated marketing initiatives to expand the customer base and optimize sales, focusing on lead generation and database management.
- ❖ Forged alliances and partnerships with various channel partners, exhibitions, and events.
- ❖ Reviewed and executed monthly and quarterly BTL activities and customer engagement activities, including RWAs, corporate events, and roadshows.

### Sep'15-Jun'17 | General Manager - Marketing | Shriram Properties Ltd., Kolkata, West Bengal

- ❖ Spearheaded the marketing and brand building of "Shriram Grand City," a 400-acre integrated township project in Uttarpara, Kolkata.
- ❖ Generated over 30,000 inquiries for the project through OOH, ATL, and BTL activities, including print releases and media buying.
- ❖ Led a marketing and brand management campaign that resulted in the sale of 975 apartments within three months.

### Feb'14-Aug'15 | Head - Sales & Marketing | Shristi Housing Development Ltd., Kolkata, West Bengal

- ❖ Drove all branding and sales activities for "The V - Privileged Living," the pioneer serviced apartment project in Eastern India.
- ❖ Followed up with prospects throughout the sales process.
- ❖ Executed sales and marketing strategies for an integrated mixed-use development in Kolkata.

### Nov'10-Jan'14 | Business Head - East | IndiaHomes, Kolkata, West Bengal

- ❖ Oversaw business operations for East India.
- ❖ Negotiated, facilitated, and managed real estate transactions.
- ❖ Generated lists of properties compatible with buyers' needs and financial resources.
- ❖ Expanded the market by delivering 70-80 NOBs month on month through effective sales strategies and market condition analysis.
- ❖ Achieved the top position PAN India in terms of the number of bookings (NOB).

### Sep'07-Oct'10 | Regional Sales Manager - Corporate Salary | ICICI Bank Ltd., Kolkata, West Bengal

- ❖ Mentored and managed a 250-member sales team across four layers, achieving an annual CASA float of INR 750 Crs. from new client acquisition.
- ❖ Ranked 3rd PAN India in performance for the category RSM - NCA - Salary Account.
- ❖ Drove sales managers and their teams to achieve time and fee/revenue targets and promoted cross-selling of third-party products.
- ❖ Provided top-quality service and organized promotional activities for corporate clients.

### Apr'99-Jun'07 | State Head - Retail & Project | Kansai Nerolac Paints Ltd., Raipur, Chhattisgarh

- ❖ Appointed and handled channels (dealers), institutions (JINDAL STEEL, SECL, NTPC), and retail customers (builders, interior decorators).
- ❖ Effectively managed branch inventory with the support of SAP - R3/S&D module.
- ❖ Conducted market analysis of competitor activity.
- ❖ Focused on primary, secondary, and tertiary sales volume.
- ❖ Substantially increased numerical reach of product display points, leading to a rise in weighted reach of Nerolac Paints at a B2B level.
- ❖ Increased sales volume by more than 10x (from INR 75 Lakhs to 8 Crs.) over seven years, achieving 2nd position in overall performance PAN India.
- ❖ Provided high-quality service and conducted innovative BTL activities.
- ❖ Established "NEROLAC" as a brand in the decorative segment for Chhattisgarh.