

DOSSIER OF SOUMEN MITRA



Soumen Mitra

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Permanent Address: Qtr. No. J-1, Unit-3, N.A.C.Colony, Near Nilachal Hospital, Bhubaneswar-751001, Odisha.

PERSONAL STATEMENT: Self driven, forward thinking person with multi-industry , multi-locational experience of around 28+ years . Capable of working with deadlines, with no supervision and quick to grasp new ideas and leadership prospects . Ready to take higher and additional responsibilities with an eye on detail and focussed approach to face any challenges.

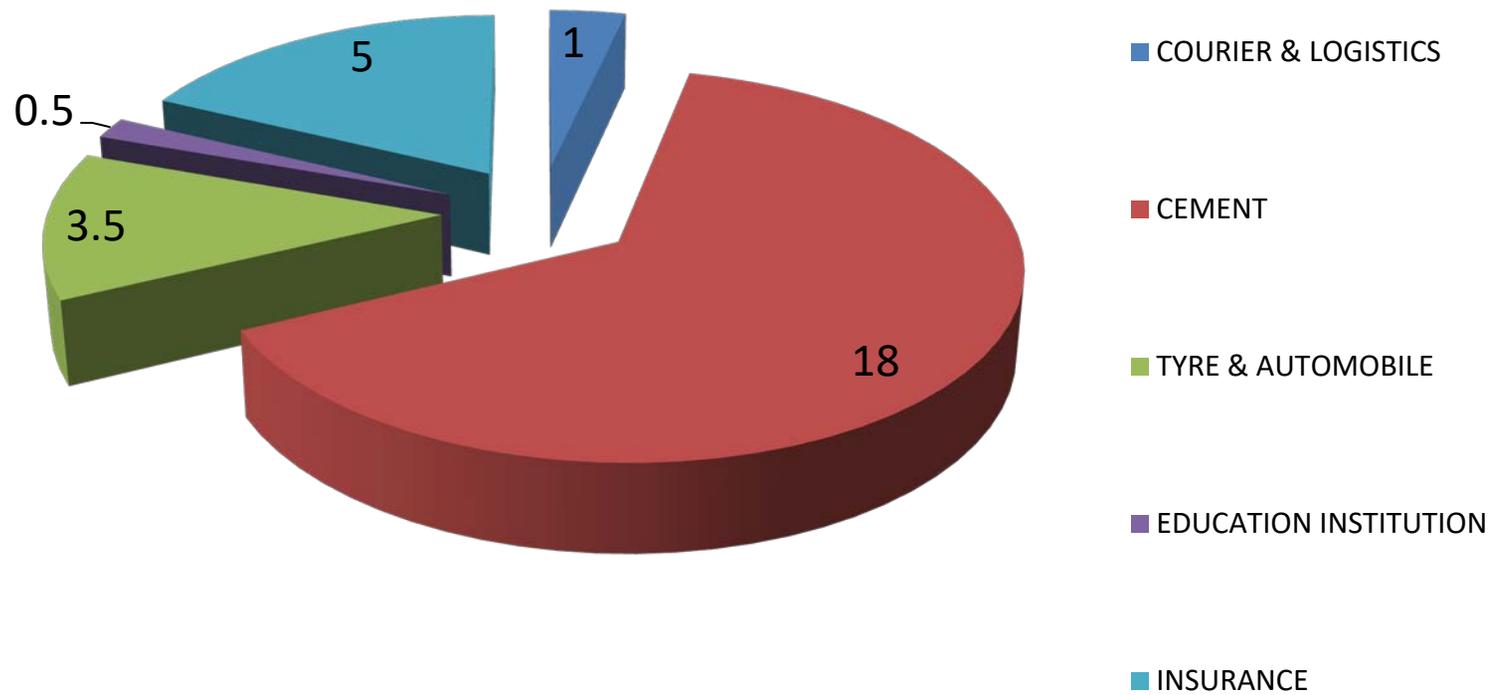
PURPOSE STATEMENT: Management track position in a professionally managed company, where I can utilize my education, experience and expertise to excel. Like to head a profit centre, where there is an opportunity for independent decision making , scope to take responsibility & achieve growth. Aspiring to take higher job responsibility , better career growth and challenging assignments.

PREFERRED FUNCTIONAL FIELD:

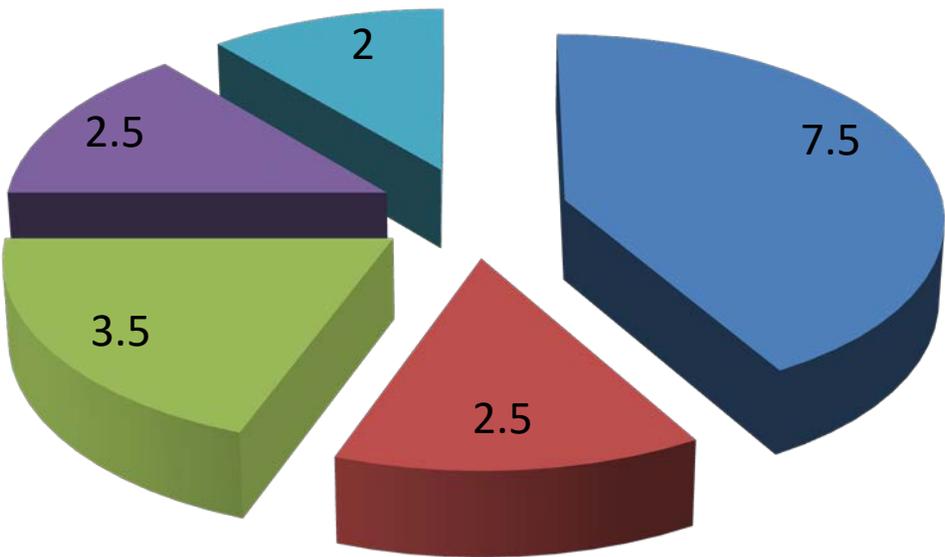
Sales & Marketing , General Administration , Strategic Planning and Execution for achieving growth & profitability.

WORK EXPERIENCE :

INDUSTRY-WISE EXPERIENCE BREAKUP



COMPANY WISE CEMENT MARKET EXPERIENCE



- L&T CEMENT
- UTCL
- DALMIA BHARAT
- CENTURY TEXTILES (BIRLA GOLD CEMENT)
- TOSHALI CEMENTS

CHRONOLOGY OF JOB EXPERIENCE :

Name of Company	Nature of Industry & Brand	From	To	Total Yrs.	Last designation	Reporting to	Reason for Leaving
TOSHALI CEMENTS PVT. LTD.	CEMENT & MINING	28.05.2018	2	GENERAL MANAGER MARKETING	EXECUTIVE DIRECTOR	NEED HIGHER TONNAGE TO BE HANDLED . JOB SATISFACTION.
Century Textiles & Industries Ltd. (Cement Division)	Cement : BIRLA GOLD (Century Cement division is merged with Aditya Birla Group in 2019).	3rd of August-2016	15 th of May-2018	2 yr.	Regional Head-Coastal Odisha (Deputy General Manager -Sales & Marketing)	CLUSTER HEAD- Eastern Region	Needed independent charge. Very low Quantity handled . Pricing decision very slow against market needs. Rake arrival not timely . Road arrival not viable due to NCR.
OCL INDIA LTD. (A fully owned subsidiary of DALMIA BHARAT CEMENT LTD.)	Cement: KONARK , DALMIA & DSP Brand.	1st of November 2012	15th of July-2016	3.5 yrs	Deputy Manager Sales	REGIONAL HEAD SALES	Higher Business Responsibility and Career Growth.
BAJAJ ALLINAZ LIFE INSURANCE CO. LTD. (BAJAJ GROUP in collaboration with ALLIANZ of GERMANY)	Life Insurance Co. under	Oct-07	Oct-12	5 yrs.	Addl. Chief Branch Manager	Senior Divisional Manager& Cluster Head	Higher Business Responsibility .

Institute of Chartered Financial Analyst of India (ICFAI)	National Business School Chains Under ICFAI	Jun-07	Sep-07	4+ Months.	Senior Manager Operation (Orissa)	Regional Manager	Higher Designation & Experience Diversification
UltraTech Cement Ltd.	Cement Division (ADITYA BIRLA GROUP)	2004	2007	3 yrs.	Territory Sales Manager	State Head (G. M. rank)	Higher Designation & Experience Diversification
Larsen & Toubro Ltd.	Group-V Cement Marketing (LARSEN & TOUBRO GROUP)	1997	2004	7 yrs.	Sales Supervisor	State Head.	De-merger with staff transfer.
Elgi Tyre & Tread Ltd.	Precured Retreading Division (ELGI GROUP)	1993	1997	3 & ½ yrs	Marketing Officer	Manager Marketing	Opportunity in Bigger Corporate Entity
TNT-Skypak	Courier & logistics	1992	1993	1 yr.	Marketing Executive	Branch Manager	First Job-Learning Experience

PRESENT JOB DEFINITION:

Working General Manager Marketing with **TO\$HALI CEMENTS PVT. LTD. (GAJAPATI & TO\$HALI BRAND)** since 28.05.2018 continuing.....

- Reporting to Executive Director.

- Looking after the total marketing operation of the plant (grinding unit) at Choudwar, Odisha.
- Developed **180 dealers** from **NIL** network base (new plant) , new operation started with Rs.1.0L SD.
- Developed over 70+ dedicated Registered Subdealers with security deposit of of Rs.10K.
- Developed the turnover from Rs.4.0L per month in the first month of operation to Rs.4.0 Crore in a span of 2 year, with no bad debts or sticky o/s in the market.
- Set up the marketing network, reporting system, operational SOP , sales promotion plans, Schemes and brand launchings.
- Created the TOSHALI Brand name in the market with productd TOSHALI CONCRETE MAX (ppc) & TOSHALI CONCRETE PLUS (psc) in premium segment with Adstar packaging .This brand was not existed before my joining. Earlier Brand was Gajapati Brand in HDPE bags sold as the economy brand. TOSHALI Brand was created to enter into the premium segment with get premium image, higher revenue and profitability. Upgraded the billing of all the products and incentivised dealers to sell more and earn more.
- Streamlined the entire logistic plan of the sales and distribution cost effectively with by conducting weekly Sales & Logistic Coordination meetings, to improve upon the timely servicebality to the point of sales.
- Also marketing specialized products like GGBS in major projects like L&T Hydrocarbons, at Dhamra port, Odisha. We are the singular supplier in that project since my joining. Also got the the IMFA (Choudwar & Sukinda) order every month without TPC agent with personal coordination.
- Strict debtors control for better working capital management and meeting payment liabilities of the company to vendors.
- Making blue print of the Company's growth strategy , future product planning, turnover increase and achieving breakeven and profitability of the new plant.
- Operating in entire Coastal Odisha, with No Godowns (direct factory despatches) by reducing cost of handling , rent liability and excess overheads, contributing to higher realisations per bag, alongwith savings on the secondary freights cost.

LAST JOB DESCRIPTION : As Regional Head-Costal with Century Textiles and Industries Ltd. (Brand : BIRLA GOLD CEMENT : 2016 to 2018) as RSM in grade DGM Marketing.

- Managing a team of 8- Sales Officers and reporting to Cluster Head-East Region.
 - Controlling 190+ Dealers and 250+ registered subdealers in my territory with monthly business of around 10,000mt+ total business per month in the coastal districts of Odisha.
- Translate company commercial strategy (master plan) for cement in the territory.
- Monitor competitor pricing in the market & implement company pricing policy.
- Manage and drive performance of the territory as laid down in the annual the sales plan.
- Manage overall billing and debtors management for the territory.
- Ensure maintenance of credit extended to channel and end customers in the territory within defined norms.
- Execute marketing and sales promotional activities in the territory in coordination with Marketing vertical.
- Channel Management: - Identification, Appointment & managing channel partners which include Dealers & Secondary Channel partners.
- Develop plans for Self, TM & TSEs to visits (Permanent Journey Plan) within the territory.
- Alignment of sales plan & other initiatives with the prevalent practices of the market & ensure the authenticity of the data given to higher management for decision and analysis.
- Ensure for timely delivery of cement to the specific destination in coordination with Logistic department.
- Manages & maintains collaborative relationship with channel partners & act as one point contact for all their grievance redressal.
- Responsible for sharing Companies policies with the channel partners.
- Co-ordinate and organize CRM activities in my territory, with eye on detail.
- Ensure premium image of the brand and also premium pricing of the brand in the market.

NOTABLE EXPERIENCE & ACHIEVEMENTS IN CEMENT BUSINESS:

1- Over 20+ years experience in Cement Sales (Trade) in Coastal Odisha break up as under:

~ 10yrs with L&T Cement & ULTRATECH CEMENT 7.5 years S.O. & 2.5 Yrs Unit Head).

~ 4.5yrs and half years of experience in DALMIA Cement (as Unit Head).

~ 3.5yrs and half with Century Industries & Textiles Ltd (CENTURY CEMENT- BIRLA GOLD Brand) as Regional manager-Coastal odisha.

~ 2 yrs with TOSHALI CEMENTS PVT. LTD. as General Manager Marketing at Choudwar Plant, Cuttack Distt. Operating Entire Coastal Belt of Odisha.

~ Created the TOSHALI CONCRETE Brand name cement in the market and priced it Rs.15/- less than the market leader from our previous Gajapati Cement image as the cheapest brand in the market operating at L1 price plank.

3- Product launching experience of 100% conversion of market from PSC to PPC for L&T Cement (now UTCL) in Odisha in 2002. First time in Odisha, a predominantly Slag market was converted to PPC market for the company overnight, with extensive planning, promotion and fieldwork.

4- Brand launching experience of UltraTech Cement Brand from earlier L&T Cement Brand in Odisha in 2004 (in my territory).

5- For OCL (subsidiary of Dalmia Bharat Cement Ltd.), Launching experience of DSP as a premium brand in BOPP segment in Odisha in 2013.

6- Maintaining price leadership and quantity leadership in the market. Achieved 40% growth in trade in year over year in the year 2015-16, in the present cement business at Balasore Unit for OCL . Got award in Dalmia Bharat group DCBL-EAST for best performance in the year 2015-16 as Unit Head in the annual ELEVATION Programme (for all employees) organized at Phuket-Thailand.

7- Launching of Birla Gold Brand in Premium segment and price positioning change from B-Category brand. Established Birla Gold as a Premium Brand as UTCL minus Rs.5/- billing from a low priced brand in the market.

8- Worked out the entire FOR model for Birla Gold in Coastal Belt and changed operation from Ex-model to FOR-model. This model was worked out alongwith all cement majors in coordination arrived at Block-wise FOR rates from single EX pricing for BIRLA GOLD. This helped to improve market reach and penetration. Learned good insight into price structure of Odisha.

Educational Qualification :

Qualification	Name of Institute	University / Board	Year of Passing	Subject / Specialisation	Division Secured
M.B.A.	Deptt. Of Business Administration	Utkal University- Odisha	1989-1991	Management (Specialisation – Marketing).	First Division.
+3 Degree Course	B.J.B.College, Bhubaneswar,Odisha.	Utkal University- Odisha	1986-1989	Commerce (Accountancy- Honours).	First Division with Distinction
+2 Intermediate	D.A.V.Public School, Bhubaneswar,Odisha.	C.B.S.E.	1984-1986	Science	First Division.
Matriculation	D.A.V. Public School, Bhubaneswar,Odisha.	C.B.S.E.	1984	Board Syllabus.	First Division.

Personal Dossier :

Date of Birth : 14th of January, 1969.

Sex / Marital Status : Male / Married.

Hobbies : Life Member of INTACH (Indian National Trust for Art & Cultural Heritage).
Member of L&D Global.

Languages Known : English, Hindi, Bengali, Odia.

Strengths: Willingness to go extra mile to add value to my job.
Willingness to learn on job and acquire new skill.

Weakness: Feel restless when people have pessimistic attitude to work.

Likes : Seamlessness and Speed.

Dislikes: Non-involvement.

Present CTC Rs. 24.0 L p.a.

Notice Period: 1 months .

Salary Expectations : Negotiable.

Name : Soumen Mitra

Date: 01.05.2020.