
DEBADATTA SAHU

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SYNOPSIS

- A seasoned professional with nearly **20 years of experience** in Strategic Sales Planning, Marketing, Media Planning Product/ Brand Management & Corporate Communication.
- *Presently associated with **JK Lakshmi Cement Ltd. as Dy. General Manager – Marketing.***
- Expertise in analyzing market trends to provide critical inputs & formulating and implementing marketing strategies; skilled negotiator and strategist with skills in managing ATL/ BTL activities, Budgeting and Designing Branding Activities, Vendor / Media handling, Procurement & Scheme Development & **LOYALTY Programs.**
- Adeptly steered **New Product Launching, New Market Development and Sales Promotions**; demonstrated abilities in creating powerful, effective & audience specific activities which provide results.
- Adroit in formulating plans to produce the desired visual effect and the most appropriate vehicles for communication in the suited media.
- Expertise in proficient in new business development and attaining the **targets and goals**; possess excellent understanding of the **Market and competition (Business Excellence).**
- Excellent presentation & interpersonal skills with exceptional competence in carrying out complete planning and execution of **Business Development, Brand Building, Retail Branding, Advertising, Sales Promotions, channel management & Digital Marketing.**
- **PAN INDIA** Market Exposure. Comprehensive experience SAP & Designing Tools.

CORE COMPETENCIES

Strategic Planning

- Establishing own goals and of the team to match corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
- Planning as well as launching of new brands in several areas. New Market developments.
- Formation of Loyalty Program, Brand Manual & policy, Market Research and guidelines for Activity Calendar.

Brand Management / Advertising

- Framing strategies for establishing greater awareness about company & its products.
- Handling appropriate media selection for advertising new product launch campaigns & for sustainability.
- Executing all in-house advertising activities which include developing campaign strategy, roll out plans.

PR & Media Planning / Corporate Communications

- Networking with media personnel and establishing long-standing associations with them.
- Coordinating with PR & advertising agencies for developing communication plans based on specific Media Objectives and analysing evaluations post advertising to utilize in subsequent media plans.
- Analysing information & data related to relevant areas for evolving communication strategies.

CAREER CONTOUR

August 2022 – Present **JK LAKSHMI CEMENT Ltd. Dy. General Manager – Marketing**

Roles and Responsibilities

- Media Planning/Buying and Brand Budgeting for **North India** JKLC Cement (HAR,PUN,UP,HP,J&K,UK & DELHI)
- Team Lead for **loyalty Programs**, Dealer On-board and Various Projects in **PAN India.**
- Heading Brand Visibility of **Value Added Products – PAN INDIA** (Putty, AAC Blocks, RMC & POP)
- Marketing Support to 1500+ Dealers and 3000+ Retailers- North India and 1000 Dealers across India for VAP.
- Procurement, Execution & Management of Scheme Gifts, Technical gifts, Incentive Tours and Loyalty Redemption.
- Core Team Member for **Digital Corporate Communication** and **Corporate Social Responsibilities**

Key Highlights

- Shaping LOYALTY Program with more Engagements & Reward Based design for Channel & Influencers.
- Innovative POP/POSM items, Performance based Schemes for Channel members.
- Commitment Based Activities for Channel Partners.

July" 2012 - August 2022 JK LAKSHMI CEMENT Ltd. Dy.GM – Marketing_ EAST ZONE

Roles and Responsibilities

- Media Planning/Buying and Brand Budgeting for Eastern India.
- Product Launch in all states of Eastern & Central India.
- Co coordinating with Different Agency for Media Planning and Buying. (ATL/BTL)
- Annual Budgeting Plan and Execution with emphasis to Premium Product Positioning.
- Tracking of Competition and Conducting Market Research & Channel Satisfaction Surveys.
- Retail Shoppe, Technical Services Program, Influencer & Dealer Loyalty Programs.
- Market visits and collection of research level data in WB, Orissa, Chhattisgarh, Bihar & Jharkhand.
- Co coordinating with states heads for Market Requirements and sharing Market Development plans.
- Strategising Marketing Communication and Promotional Scheme Activation and Scheme Formulations.

Key Highlights

- Product & Market Launching at West Bengal, Odisha, Jharkhand, Bihar, Chhattisgarh, MP & MH.
- Exclusive Premium Product Activations for Platinum and Supremo at Eastern India.
- New Grinding Unit Launching Programs with Market Specific activities along with CSR programs.
- Driving Loyalty Program for Dealers, Masons & engineers.
- Media Planning, media buying, all ATL & BTL Activities for 600 Dealers and 1300 Retailers.
- Premium product Focused Marketing Activities based on Green / Yellow / Red markets with ABC classification.

Feb' 2010- July, 2012 Murli Industries Ltd. as AGM- Communication & Strategy

Roles and Responsibilities

- Strategic inputs to different facets of Business Like Cement, Paper, Edible Oil and Electrode to Top Management.
- Research driven data inputs to Top Management for Policy Formulation. Sales Strategies, Scheme formulation, Sales training programs & Control mechanism for performance.
- Co ordination with various agencies and generating drive for outputs in achieving corporate objective.
- Overseeing the Brand development Operation of **3.2 million ton** Cement plant. And monitoring branding activities for **Agro, Electrode, Paper and Pulp** Business in coordination with SBU heads.
- Directing promotional activities and product launching at states like **Maharashtra, M.P, A.P and Chattishgarh.**
- Reporting to **VP- Sales & Executive Director** and giving critical inputs of Competitor activity and market trends for Quality Sales.
- Conducting Brand Meetings with Directors /V.P -Sales for Brand guidelines, Packaging, **Strategic planning and budgeting.** Leading the function of **CSR activities.**
- Initiated Shoppe Concept, where exclusive Products are displayed.
- **New Website** design & maintenance, **Toll Free No, Media Campaign, Corporate Communication, Events & Trade fairs, Customer Support Services** etc

Key Highlights

- Awarded **Best "Head of the Dept"** in the entire group.
- Implemented **Price Management Tools** for decision Making
- Headed Company's HR & TECHNICAL SERVICES function for 6 months.

Apr '08 to feb' 2010 ACC Ltd., as MARKETING IN-CHARGE for Bihar & Jharkhand

Roles and Responsibilities

- Overseeing the operations pertaining to branding as well as channel relationship management.
- Activation of promotional activities and new product launching at all places by activity calendar.
- Leading functions of 16 Sales Officers & 8 Customer Support Engineers in 14 Warehouses in marketing.
- Handling the ATL/ BTL activities, Branding Activities, Vendor / Media Negotiation, Procurement & Scheme development, **New Product Luningh** and Mass Awareness Programs. **MIS** program under **SMX.**

Key Highlights

- Successfully managed POP & Merchandising at 1900 ACC Retail Counters and Channel Partners.

Developed business relationship with the channel partners for long terms profit generation. Taken lead role in rolling out of SMX Projects & Schemes in all districts.

- Launched & rolled out successfully all India ACC help & Rural marketing Projects.
- Rolling out of SMX Prog in 18 dists of Bihar, Particularly Lakshya 2.0

Jul '06 to Apr' 08 ACC Ltd., as Asst Manager – Sales in BIHAR.

Roles and Responsibilities

- Achieving sales target assigned through Trade and Large Buyer Segment.
- Dealer & Retailer network increase through SMX Project called PD prog.
- Market mapping and Scanning of market through DAP (District Action Plan) Prog.
- Credit management, Logistic planning, Proper Allocation of Supply.
- Market visit, rolling out of SMX projects like Lakshya.

Key Highlights

- Made 19% sales growth in 2007 and awarded for best Pro Rata Sales, all India.
- Rolled out Lakshya, A loyalty Program in 15 districts of Bihar
- Successful conversion of CFA operation into SPA & LSP (First time in India)
- Facilitated E –Payment, Targets achieved in new Dealer addition, Better Control on Dealer discipline.

July '03 to Jun '06 "Nightingale" Brand Paper Products, as BRANCH MANAGER at Kolkata

Roles and Responsibilities

- Managing corporate & retail sales in entire Eastern India and ensuring profit to the branch at Kolkata.
- Carrying out Sales planning, Scheme Development & Branch Management/Administration of a 13 member Team.
- Managing 250 Retail counters and 100+ key corporate, 14 Sales Promoters

Key Highlights

- Recognition for over achieving Branch Sales target in 2005 and awarded as **Best Branch Manager in India.**
- Converted costly Branch operation to C&F operation successfully.
- Liquidated old stocks of Company, across all branches in better realisation.

ACADEMIA

- 2023 **Doctoral Program (PhD)** from Ravenshaw University, Odisha in Management Topic.
- 2011 One Year Program on **"Advance Programme for Marketing Professional"** by **IIM-Calcutta.**
- 2003 **MBA (Marketing)** from Institute of Management & Information Technology, Utkal University, Orissa
Marks: 65%
- 2000 **B.Com. (Hons)** from Utkal University. **Marks: 69%**

ACADEMIC & ON JOB PROJECTS

- **JK LAKSHMI CEMENT Marketing Projects (SKY, VISHWAS & SANMANN)**
- ACC Projects by **Mc Kinsey** for **Sales & Marketing Excellence (SMX).**
- ACC Projects on **Rural Marketing** by **BCG & Anugrah Madision.**
- Organizational Activities of Wheel Powder Production Unit under Hindustan Lever Limited (**HUL**) for 45 days.
- "Brief Insight into the Customer Services of Public & Private Sector Banks" for 30 Days.

IT FORTE

- Application : **SAP MM & SD** Modules at End user Level.
- Others : MS Office, Tally 7.2. Adobe Photo shop, Coral Draw

PERSONAL DOSSIER

- Date of Birth : 28th June 1980
- Permanent Address : 28, Kharabela Complex, Khandagiri, Bhubaneswar, PIN- 751030, Orissa.