



RAJA CHAKRABORTY

Contact: +91-7567090640

E-Mail: rajachakraborty100@gmail.com

An astute professional with 28 years of cross-cultural & hardcore management experience in the key areas of:

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|------------------------------------|--------------------------|---------------------------|
| - Strategic Sales Planning | - Business Development | - Business Expansion |
| - Channel Management | - Budget Allocations | - Demand & Sales Forecast |
| - Brand Management | - Intelligence Gathering | - Team Management |
| - Product Sourcing and Development | - Product Positioning | - Promotional Strategies |
| - Overall Governance | - Market Research | - Customer Engagement |

Occupational Contour

Apollo Tyres Ltd. (A Leading Indian multinational company)	Since Sep'20 onwards...
Currently designated as Regional Business Unit – Head, Jaipur Overall responsible for all Business operations in Rajasthan.	
Handling Business operation of Rs 1200 Cr (Annually) with a Team of 55 members.	

Apollo Tyres Ltd.	Since Apr'16 till Aug'20
Last Tenure designated as Regional Business Unit – Head, HQ Patna Responsible for Bihar/Jharkhand/Orissa in all operation.	
Handling Business operation of Rs 900 Cr (Annually) with a Team of 46 members.	

Apollo Tyres Ltd.	Since Apr'15 till Mar'16
Last Tenure designated as Regional Business Unit – Head, HQ Ahmedabad Responsible for Entire Gujarat in all operations.	
Handling Business operation of Rs 800 Cr (Annually) with a Team of 44 members.	

Key Deliverables across the Tenure

- **Working closely with: ABU-Manager's / Commercial / Service / Rural / OHT / Fleet Management / Product Testing Team.**
- **Business Development:** By executing strategic sales/service initiative in line to local mkt dynamics through our Primary/Secondary channel partners.
- **Implementing segmental product approach after getting feedback** from all local markets in order to help the company to realize better sales , margins / reduce service loss .
- **Launching new product in after market division** and also continuously reviving the existing product portfolio to achieve the budget revenue and margin numbers.
- **Converting lead to opportunity and finally converting** to a healthy business Networking through Intelligent Expansion/Smart penetration by properly evaluating market wetness or our existing Business process.
- **Identifying prospective customers and qualifying the lead**, based on industry, sales revenue, turnover, business potential, etc.
- **Streamlining all processes and functions right from the product concept** to the end delivery of the product at retail and continuously improving the product based on the consumers' feedback.
- **Positioning the brand as per the strategic plans** through market mapping. Ensuring the health of the brand and its growth in value & volume through our **Branded Retail Outlets (CV/PV/Farm).**
- **Conducting market research and reconciling** it with primary / secondary Networking data.
- **Performance reporting in all KPI's** to the top management about Units / cost / revenue, etc
- **Gathering market intelligence** and to update management on the behavioral change in the mkt .
- **Driving additionally on Rural Sales / Sunshine Segment / Focus Geography / Project Parivartan / Minimizing Overdue/ Reducing Admin cost / LVD items / Digital Journey.**
- **Developing Team** through collaborative practices like Coaching / Mentoring / timely feedback.

Apollo Tyres Ltd.	Since May'13 till Mar'15
Last Tenure designated as State Manager, HQ Jaipur Responsible for the Sales operation in RJ.	

Apollo Tyres Ltd.	Since Jul '11 till Apr'13
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Last Tenure designated as State Manager, HQ Kolkata || Responsible For the sales operation in West Bengal.

Apollo Tyres Ltd. Since Apr'10 till Jun'11
Last Tenure designated as State Manager, HQ Guwahati || Responsible for the Sales operation to entire Northeast.

Apollo Tyres Ltd. Since Nov'06 till Mar'10
Last Tenure designated as State Manager, HQ Kolkata || Responsible for the Sales operation in West Bengal.

Apollo Tyres Ltd. Since Aug'05 till Oct'06
Last Tenure designated as District Manager, HQ Allahabad || Responsible for the 4 Districts in UP.

Preceding Assignments Handled

MRF Ltd. (No.1 Indian Tyre Co.) Since Feb'96 till Jul'05
Worked in sales / Service in various Markets. Start with Guwahati (HQ) For Central / North Assam followed by Siliguri (HQ) For North Bengal. Bareilly (HQ) For Central / West UP, Jodhpur(HQ) For Western RJ & Finally in Jaipur(HQ) For Central/South RJ.

Academic Credentials

- **PGDBM** (Marketing & HR) from IMT, Ghaziabad 06-10 || 3 yrs of Distance Learning Course || 68% First Class.
- **Graduation from** College of Commerce, Patna || Magadh University,1993, Full time || 66% First Class.
- **Certified Management Development Program attended:**
- **Advanced Program For Apollo Tyres by IIM || Calcutta** (Two module, 17th -20th Feb ,2014 & 19th -21st May,2014)
- **Mentoring, Coaching & Managing Relationship by XLRI || Jamshedpur** (22nd-24th October 2009)
- **Effective Management of Sales Force & Distribution Channels by MDI || Gurgaon** (4th-8th December 2006)
- **Apollo Laureate Program (Building Leadership Capabilities For Digital edges by MIT)**(Massachusetts Institutes of Technology) Digital program (21st July 2021 till Sep 2022) For established Leaders .

Awards / Promotions

Apollo Tyre Ltd . : Joined **Associate Manager** in 2005 . Promotion to **Manager** in November 2006 .

Promotion to **Group Manager** in 2014, Promotion to **Divisional Head** in 2017 , Promotion to **Head** Level in July 2020 .

Apollo Award of Excellence Recipients (Overall Sales Excellence in all parameters: **No.1 in 2018, No.2 in 2020**)

MRF LTD. : Joined in MA 1 in 1996 , MA 2 to April 1997 , MA3 to April 1998 , MB01 to April 1999 , MB02 to Aug 1999 , MB03 in April 2004.

IT Skills

Application : M Office/Excel/Power Point
Operating System : Windows
Current Operating System : SAP

Personal Dossier

Date of Birth: 7th May 1971

Language Fluent: English/Hindi/Bengali.

Present Address: Kamal Apartment 1, Flat 201 C2, Bani Park, Jaipur – 302016 (Rajasthan)

Permanent Address: Diamond City West, Flat 3F/5, Ho Chi Minh Sarani, Kolkata -700061(West Bengal)