

Rajeev Kalita



MBA with 18 years Sales Experience in FMCG & Paint Industry in India & Africa.

Personal Details

Name: Rajeev Kalita

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Work Experience

Company Name : Windsor Paints Tanzania Ltd.

July 2023 – to May 2024

Job Title : Country Manager, Tanzania

Job Description

- Setting up of Country Operations in Tanzania.
- Responsible for P & L of Country Operations.
- Achieving the Targeted Sales Budgets.
- Risk Management & Analysis of Country Operations.
- Building Up Brand Equity in the identified regions of Tanzania.
- Devise Company Standards and SOPs for Country wide operations.
- Devise Business Plans for further expansion of Company Operations in East Africa.

Company Name : Insignia Paints Ltd. Tanzania September 2020 – to March 2021

Job Title: General Manager – Sales & Marketing

Job Description

- Achieving Targeted Sales Volume & Value growth of Galaxy (Paint Brand).
- Identification of Business Diversification opportunities.
- Implementation of Insignia Show rooms across the Country (Company Owned Show rooms & Show rooms in Cost Sharing with Dealers).
- Initiation of Dealer Loyalty Club for the Company.
- Demand Generation activities, that includes Implementation of Secondary Sales Model by means of effective deployment of Small Dealer Activation Sales Person and Merchandisers across Tanzania in identified regions/ identified Dealer Outlets.
- Work on revamping the current Painter Training Program.
- Effective Implementation of In House Call Centre Operations.
- Work towards implementation of Painter Loyalty Program.

Company Name: Crown Paints Kenya Plc

February 2011-August 2020

Job Title: Senior Sales Manager (Nairobi, Kenya)

Job Description

- Achieving the Sales Revenue as per plan and within the allocated costs.
- Attaining the desired Gross Profits for the allotted geographies.
- Ensuring that market Credit and Indirect expenses are within specified budgets.
- Ensuring enhancement in market servicing parameters by maintaining the right product mix to Distributors
- Enhancing the customer experience to induce repeat purchase of Crown Berger Paints by regular market working to assess the needs of accounts and customizing selling solutions and regular monitoring and tracking of purchasing patterns of outlets.
- Building Brand Equity; (Brand equity is defined as Crown Berger's ability to command premium pricing as market leader or comparable to the market leaders in identified product categories) by working with Marketing team & Sales & Marketing Head to plan BTL activities; plan and execute local POS activities - in shop branding; agreeing and executing advertisements on media & Wall / vehicles branding activities; ensuring POP material availability for

distribution within the market.

- Ensuring that identified Product categories are tested and sampled by consumers and then launched for the market with relevant BTL / ATL activities.

Product Categories Handled: Decorative Paints, Automotive Paints, Road Marking Paints, Marine and Industrial Paints.

Company Name : Watanmal Group Inc.

November 2008-February 2010

Job Title: Area Sales Manager (Abuja,Nigeria)

Job Description:

- ***Developing Sales & Distribution Infrastructure:***
 - To support new business and new market development for existing and new products categories.
 - To support the business division in ensuring smooth Logistics Management in destination markets.
 - To build in-depth understanding of secondary and cross border distribution in feeder markets.
 - Developing Market Intelligence Systems to track competitor information at all times.
- ***Customer Relationship Building:***
 - To identify potential customers and understand threat perceptions from other key suppliers to the region.
 - To build strong relationships with customers in assigned markets for execution of Marketing Plans.
 - To build information bases and relationships in markets assigned.
- ***Categories handled – Tomato Paste, Milk, Canned Proteins, Canned Vegetables, Spices, Rice, Cereals, Malt, Mayonnaise, Biscuits, Matches & Margarine.***
- Responsible for Performance Appraisal of Territory Managers and Sales Officers in the markets assigned.

Responsible for deploying Marketing/Sales and Distribution Objectives of the Organization across North Nigeria.

Company Name: ITC Ltd.

July 2005-October 2008

Job Title: Sr. Area Executive (Foods Division –Assam, India)

Job Description:

- Implementation of Trade Marketing & Distribution Plans.
- Implementation of Brand Input & Retail Distribution Plans.
- Enhancing Distributor's business/profitability through clear and agreed objective setting, adequate lead times for planning, ensuring optimum investments & inventories, advice on servicing & credit management systems & processes.
- Enhancing trade partner's business & profitability through accuracy of order capture & delivery, superior frequency of service, optimum inventories and superior "selling out" solutions.
- Implementing & monitoring Brand objectives on availability / visibility / freshness in identified channels / outlets so as to increase sales.
- Implementation of Trade and Consumer Schemes.
- Product Portfolio handled – *Staples, Snacks, Confectionery, and Personal Care Products.*

Responsible for deploying Sales & Distribution Strategy of the Organization across 8 Distribution Points in Upper Assam.

Company Name: NIIT

December 2004-July 2005

Job Title: Territory In charge for Rajiv Gandhi Computer Literacy Programme (RGCLP-A Government of Assam Undertaking – Assam, India)

Job Description:

- Application Screening, Candidate Evaluation, Placement and Recruitment.
- Induction, Training and Development of Computer Faculties appointed in 39 Government H.S. Schools in 5 Districts of Assam under RGCLP.
- Supervising and coordinating the functioning of 6 School Coordinators, 78 Faculty Members and Business Partners for the successful commissioning of RGCLP within the allotted Districts.

Company Name: S.S.Netcom Pvt.Ltd.

August 2004-November 2004

Job Title: Business Development Executive.

Job Description:

- Identification of potential clients (within the Guwahati Market) with emphasis on Hospitals for selling Hospital Management Software and Diagnostic Clinics for selling Diagnostic Management Software. Subsequently identifying potential clients outside the ambit of Health Services Sector for selling other Customized Software Packages developed by the firm.

Educational Qualification

Completed Post Graduate Diploma in Business Management (P.G.D.B.M.) in 2004 with a First Class, Specializing in Marketing and Human Resource from Assam Institute of Management.

Completed Graduation (Arts) in 2001 from B.Booroah College under Gauhati University with Major in Political Science.

Completed Higher Secondary in 1998 from Ascent Academy, Guwahati under Assam Higher Secondary Education Council With a First Division.

Completed H.S.L.C. in 1996 from Donbosco High School, Guwahati under Board of Secondary Education Assam with a First Division.

IT SKILLS

- DOEACC 'O' Level.
- Operating & troubleshooting knowledge of Office Automation Packages – (SAP-Supply Chain Module, MS-Office).
- Basic programming skills in 'C' language and FoxPro.

I hereby state that the details provided above are true and to the best of my knowledge.

A handwritten signature in blue ink, appearing to read 'Rajeev Kalita', is shown within a light gray rectangular box.

(Rajeev Kalita)
