



## ANAMITRA MUKHERJEE

Flat No.8, Ramyani Apartment, 103/1 Boral Main Road Kolkata 700084, West Bengal  
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*A seasoned professional in the print industry sales and distribution, having contributed extensively in building franchise for the brands like **Times of India** and **The Indian Express** in metro markets. Well versed with the sales and distribution nuances and have extensive working in various geographies. Seeking challenging and professionally satisfying opportunity in allied industries like FMCG, Telecom, Paints and Chemical and Retail etc.*

### BRIEF PROFILE

*Work Experience: 25 Years*  
*Previous Employer: The Indian Express Limited*  
*Designation: Senior Manager - Circulation Department*  
*Industry: Media/Publication*

### ORGANIZATIONAL EXPERIENCE

**Presently working as Senior Manager Business Development East with Friscone Group.**

- 1) Sale and Business Development
- 2) Appointment of Franchise.
- 3) Appointment of Dealer.
- 4) Product demonstration
- 5) Revenue generation
- 6) All activity related to Sales and Marketing.

**Prayag Publication. ( Bengali daily)**

**Designation : Circulation Head**

**Duration : 2012 – 2017**

**Key responsibilities:** Handling the **Circulation department and the Advertisement Revenue** of the entire eastern region.

**The Indian Express Limited**

**Designation: Senior Manager - Circulation Department (Sales & Distribution)**

**Duration: February 4, 2008 – 31st December 2011**

**Key Responsibilities:**

Head of Department-Regional Head - Key responsibility to build the department into best in class distribution vertical in the challenging market of East primarily West Bengal and Jharkhand achieving targets year after year as desired by the company. The collection part has also been taken care of and unexpected collection (revenue).

**Highlights:**

- ◆ Spearheading various activities related to business development, marketing and identification of new business along with project specific strategies.
- ◆ Monitoring the sales and Distribution of the Publication through large number of Dealer/Distributor. Planning & implementing strategies and managing channel Sales.
- ◆ Making tie ups with big accounts like **Lawrence & Mayo, Raymond's**, etc to sponsor our product.
- ◆ Yearly target fixation and monitoring the day to day activity of Manager and Executives, evaluating their performances and appraising them.
- ◆ Finalization of Sales Plan and Budget Allotment.
- ◆ Implementing the Company Policies from time to time.
- ◆ Coordinating with Head Office on a day to day basis.
- ◆ New market development.
- ◆ Sales promotion sanctions and approvals.
- ◆ Managing receivables in the region
- ◆ Control of the Night operation, a critical feature of the newspaper industry, for the timely dispatch of the newspapers to various destinations through night operation person i.e. logistic part.
- ◆ Scheme formulation and implementation of the same in the market through dedicated Executives. Taking care Brand, Publicity, Promotion and motivation of the Manager and executive.

**Bennett Coleman and Company Limited ( The Times Of India Group )**

**Designation: Manager - Circulation Department (Sales & Distribution)**

**Duration: November 1, 1994 - February 1, 2008**

**Key Responsibilities:**

Handling an independent territory with a network of dealers and retailers to look after the sales and promotion of the various publications of the group which include dailies like **The Times of India and The Economic Times** and magazines like **Femina, Filmfare, The Times Journal of Photography, Top Gear, Hello and The Economist**.

**Other Responsibilities:**

- ◆ Direct marketing activity with a group of executives reporting to increase the market share of The Times of India and The Economic Times.
- ◆ Independently handled the **Branch Magazine Sales** which include the launch, sales planning, scheme formulations, distribution, billing and collection of the Times group.
- ◆ Handled the **Exports Division of the magazine independently.**
- ◆ Worked with the Times Of India Group in Nagpur, Raipur and Indore markets prior to Kolkata market.

**ICI India Limited****Designation: Sales Representative****Duration: August 1991 – October 1994****Key Responsibilities:**

- ◆ Handling sales of **Paints & Chemicals** in the assigned territory (South Bihar and Jabalpur District (M.P.) through a large number of dealer and retailer network.
- ◆ Handling of **C&F Agent**
- ◆ Scheme formulation.
- ◆ Sales Forecast, Inventory Control, Sales and Collection, New Dealer Opening/Market Expansion and overall Depot Administration.

**Goodlass Nerolac Paints Ltd.****Designation: Sales Representative****Duration: September 1989 – August 1991****Key Responsibilities:**

- ◆ Handling sales of **Paints & Chemical** in the assigned territory Jabalpur District (M.P.) through a large number of Dealer & Retailer network.
- ◆ Collection, new market opening/market expansion.
- ◆ Annual budgeting of inventory.
- ◆ Meeting sales & collection targets.

**Usha International Limited****Designation: Sales Representative****Duration: January 1988 – September 1989****Key Responsibilities:**

- ◆ Handling the **institutional segment of the Electric Fan Division** of the company.
- ◆ Extensive touring in the remote places of Madhya Pradesh.
- ◆ Handling the major accounts of **NTPC, SECL, MPEB, CSD Canteens, NCL and Ordinance Factories.**
- ◆ Handling the **DGS&D rate contract**

- ◆ Following enquiries, making quotations and follow up of the same. Follow up of outstanding and payment collection.
- ◆ Topped All India Sales.

### EDUCATIONAL CREDENTIALS

**Bachelor of Commerce**  
*Rani Durgawati Vishvavidyalaya*  
*Year of Passing 1985*  
Jabalpur (M.P.)

### PERSONAL DETAILS

**Address** : Ramyani Apartment, 103/1, Boral Main Road, Kolkata 700040, West Bengal

**Contact Number** : +91 9748003836

**Email** : anamitra.mukherjee07@gmail.com

**Date of Birth** : 8<sup>th</sup> February 1963

**Family** : Spouse working with International Call Center and Son Working for Dell

**Gender** : Male

**Marital Status** : Married

**Languages Known** : English, Bengali and Hindi

### DECLARATION

*I do hereby declare that the information provided above is true to the best of my knowledge and belief.*

**Date:**  
**Place:**

**(Anamitra Mukherjee)**