# CURRICULUM VITAE

**Devbrath Mukherjee**

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**UNIQUELY QUALIFIED FOR: Strategic Planning /Key Accounts Management / Operations Management/ Industrial Sales/ Government Liaison / Technical Marketing / Branding / Lead generation / Negotiations/Customer service management/Technical Training / Customer satisfaction management /Vendor management /Team Building / Capacity building**

*With organizations that need to ignite sales, marketing, pre-sales & customer service/technical training programme*

**PROFESSIONAL ABRIDGEMENT**

**Dynamic career** of **Twenty years** reflecting **pioneering experience and year-on-year success** in achieving revenue and business growth objectives. Outstanding success in building and maintaining relations with key corporate decision makers. Established large volume, high profit accounts with excellent levels of retention and loyalty. Well organized with a track record that demonstrates self-motivation, entrepreneurial ability, creativity, and initiative to achieve corporate goals.

**Summary:**

* **Mechanical Engineer from National Institute of Technology, Bhopal, India & Masters in Business administration having** **Managerial & executive level experience of Seventeen years in leading Indian organizations** in business development/Sales & marketing , customer service management , operations management & Technical training . Major experience in India’s most trusted brands i.e. Godrej & Boyce Mfg. Co. Ltd. IFB Industries Limited, Indian Railways , Bajaj Auto Ltd .
* **Vast Experience as Manager in Godrej**  Home appliance/Consumer durable division as well as Godrej Solar Energy Division. Handled key responsibility as Customer service delivery manager & technical training Manager in Godrej Home appliance division and later on as a Business development /Marketing Manager in Godrej Solar Division.
* Handle Multiple states in Godrej Solar Photovoltaic business like Grid connected and off grid Solar PV Power Plants, Renewable energy products etc while working in Godrej Solar Energy division. Also has exposure to Wind power plants and Biogas/ waste to Energy power plants
* Currently as a General Manager [ operations ] with US MNC at Bhopal location .

**AREAS OF EXPERTISE**

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| --- | --- | --- |
| Strategy Planning | Organic Business Growth | New Business Development |
| Client Engagement | Seeding Early Stage Products | ROI Accountability |
| Business development | New Product Development | Customer Relationship Management |
| New Initiatives / Set-ups | Operations Management | Product Promotions & Launches |
| Strategic Partnerships | Mentoring / Training | People Management |
| Key accounts management | Market strategy | Customer service manager |

**Current Profile :**

**TRANZACT TECHNOLGIES INC. ,BHOPAL, INDIA** 01 June 2018–Present

* As **General Manager ( Operations )**

**Company Profile: Tranzact Technolgies Inc. is a US MNC** having operations in USA, Europe, Jamaica, India and its offering solutions in Transportation spend management , Supply chain management and logistics . Our solutions provide shippers of all modes with freight audit and payment, reporting and TMS applications, rate negotiation and procurement savings, contract development, consulting and analysis. With offices in Elmhurst, Illinois; Tallmadge, Ohio; Pune, India; and Amsterdam, Netherlands; we serve our clients around the globe 24/7.

Since our inception in 1984, TranzAct has been at the forefront of the industry.

**Current Key Responsibilities:**

* Research and report on the availability and pricing of office property to be leased in the Bhopal area. Sign a contract for the office space.
* Set up of the leased office space for business, including IT, furniture, and phones.
* Hire a small data entry staff and responsible for their training.
* Pre-Key, Complete-Key and Key-1 status will be transitioned to the Bhopal office.
* Quality is steady above 99.4% during the transition .
* Down the line Fully transition > 75% of keying responsibility to Bhopal.
* Quality to be increased to 99.8%.
* Turn around time for keying freight bills < 48hrs for all bills all status.

**ATISHAY Ltd. ( Leading IT company in Central/Western India )**

**( Head : Sales & Marketing : System Integration Business ) : IT/ICT Domain**

**01/04/2017 – 31/05/2018**

**Atishay Limited**

**Bhopal, MP**

**Company Profile: Atishay Limited** is a BSE Listed company; one of central India’s premier company working in IT & system integration domain .. Its journey about 20 years back & growing at a fast pace because of the quality standards and developing solutions as per the customer expectations and market dymanics.

The Atishay Group has strong hold in MP, CG , MH., Rajasthan , Tamilnadu, UP and few other states and its Empanelled system integrator, channel partner and application service provider of Leading Central PSU’s BSNL & ITI Limited

**Key Responsibilities:**

* **As Head : IT System Integration business :**  responsible for identifying and defining the business needs of their clients and stakeholders, and helping to determine solutions to meet business needs or resolve business problems.
* **Setting up Revenue generation targets for the team in consultation with the top management and working to achieve the set targets with required resources of manpower , budgetary approvals and solution development as per market requirement .**
* Drive for continuous improvement in **IT** solutions provided to business to maximize value to business.
* **Being the chief resource for the marketing and pres sales team for scheduling strategic discussions with key govt. clients to discuss specific solutions** i.e. **System Ingeration / IT / ICT/IOT Smart City Solutions** . Solutions as veried as Wi-Fi / Networking / MPLS / Leased line /data center / cloud / GPS vehicle tracking / Smart interactive classroom & E- Learning/ Smart vehicle parking / smart video conferencing/ smart poles/ smart lighting and automation/ ICT feedback polling solution/ Smart EB meters /GPS manpower tracking solution/ Smart Electronic toll payment solution / Aadhar enabled biometric attendance solution / Aadhar enabled payment solu*tion/ Hotel & Hospital ERP and many other solutions*
* Relationship building with principal stakeholders in Govt. i.e. Ministry level, Chief and Principal secretary level to understand the needs analysis in ICT and IOT domain and customizing and developing the solution as per the requirement in cohesion with the team of Sales & Marketing , Pre Sales, R&D , Software development, Technical as well as execution.
* Market feedback to cross function team and being a key resource in delivering end to end ICT/IOT Solutions as per the specific needs of the end customer
* Execute **IT** Business analysis work on project, enhancements and operational **it**ems. This would include Business Analysis, Business Requirements Defin**it**ion, Business Solution , Functional Management
* Feedback to top management to Implement new applications and application upgrades
* Coordinate or facil**it**ate change management communication to the user commun**it**y on future **IT** solution.
* Manage the relationships w**it**h multiple parties, such as IM/**IT** Managers, Key Account Suppliers, Projects, Retail Business, Service Desks and Operate organization; predominantly at a Delivery level
* Maintain in-depth knowledge of the business, processes, applications, information and data
* Champion global streamlined enterprise business processes and information standardization, as well as all **IT** procedures and policies.

**IFB INDUSTRIES LIMITED ,BHOPAL, INDIA** 17 Nov 2015–31st March 2017

* As **Business Manager ( Industrial Products & institutional sales/ Govt Sales & Liaison )**

**Company Profile: IFB Industries Ltd**.is a reputed Indian company; one of India’s premier industrial and engineering conglomerate.. Its journey about 50 years back & is synonym with highest quality standards & outstanding engineering capabilities. IFB is rated among one of the trusted brands in India . 50 Years of growth trajectory & diverse businesses offering industrial, consumer, Automotive, Agro, Travel and to every corner of India and across the globe is testimonial in itself.

The IFB Group touches the lives of millions of Indians who use its products.

**Current Key Responsibilities:**

As **Business Manager (Industrial Products & Institutional sales )**: Looking after IFB Industrial range of products ( Industrial Washers, Industrial Dryers, Industrial Dishwashers ) & Air conditioners; MWO, WM in Institutional & SSD channel.

* 1. Responsible for growth of business unit.
  2. Preparation of **Business plan,** Revenue generation and lead to achieve the same
  3. **Co-ordinate & support** the **cross functional team** to achieve business plan
  4. Technology / Product landscaping
  5. An **interface** among the OEM customers / technology collaborators \ providers \

Sales / R&D and product management team

**►GODREJ & BOYCE MFG. CO. LTD. ,BHOPAL, INDIA** May 2005– 31st Oct 2015

* As **Manager ( Business Development & Marketing )** in **Solar** (**Renewables ) Energy division** Since May, 2012 to Oct. 2014

Prior to that :

* Manager – Customer Service Management & Technical Training ( Appliances division) ***,*** April 11-June 12
* Dy. Manager – Customer Service Management & Technical Training (Home Appliances division) ,April 08-March 11
* Asst. Manager- Customer Service Management & Technical Training (Home Appliances division)***,***April 07- March 08
* Sr. Executive –Service Training(Appliances division)***,*** May 05- April 07

**Company Profile: Godrej and Boyce mfg. Co. Ltd**.is a part of reputed **Godrej group**; one of India’s premier industrial and engineering conglomerate.. Its journey began in 1897 with the manufacture of high quality locks and continues with its outstanding engineering capabilities. Godrej is rated among one of the trusted brands in India . 115 Years of growth trajectory & 15 diverse businesses offering industrial, consumer, office products and to every corner of India and across the globe is testimonial in itself.

The Godrej Group touches the lives of 400 million Indians who use at least one of our products every single day. Godrej touches the lives of one-third of the Indian population every day.. For more details kindly visit <http://www.godrejandboyce.com/>

**Key Responsibilities:**

As **Manager (Marketing ) in Solar Energy Division**:

* 1. responsible for growth of business unit.
  2. Preparation of **Business plan,** Revenue generation and lead to achieve the same
  3. **Co-ordinate & support** the **cross functional team** to achieve business plan
  4. Technology / Product landscaping
  5. An **interface** among the OEM customers / technology collaborators \ providers \

Sales / R&D and product management team

As **Sales coordinator in Godrej Solar division**,

* + - **Sales Planning**, Customer interaction / protocol, **Product qualification**, Price Negotiation, generation of techno commercial Reports & Present results in review meetings.
    - Identify the potential customers, sense the needs, prepare sales proposals
    - Documentation for product qualification from technical authorities / customers
    - Follow up for Payments
    - Preparation of field performance / feedback report of latest launched products and

Coordinate with new product development team for product’s performance

Enhancement

As **Manager ( Customer Service & Technical Training ) in Godrej Home appliances division:**

* Customer service management .
* ASP management
* Technical training of home appliances ( MP & CG ) i.e. Refrigerators , washers, ACs , MWO , soft skills training of service executives & managers as well as ASP technicians
* Training to Managers, Executives, quality service Engineers, ISDs , Sales canvassers, Back office personnel.
* Developed efficiency-enhancing capability /process improvements that made it possible to enhance service quality /technical competency/ warranty cost reduction/
* Decreased warranty expenditure by implementing quality assurance audits/ detailed analysis / skill development / standardization of processes/ customer feedback survey and standardizing
* Establishing new products in the market/developing market .
* Spare part management
* Root cause analysis for the failure
* ASP audits /service audits
* Revenue generation by selling service accessories & spare parts
* Arranging trainings, meetings, customer meet, conferences, ASP meet, technician meet
* New product training
* Ensuring customer delight
* Handling two states of MP/CG with about 50 ASPs and 200 quality service engineers

Managing key accounts and mapping the strategy

**Achievements in Godrej  *:***

* Repeatedly promoted during 9 year tenure with Godrej & Boyce in Appliances & Renewable Energy divisions , leading to responsibility for managing Sales & Business development function in Renewable Energy Division & managing project & product sales in 2 big states of Central India i.e. Madhya Pradesh & Chattisgarh . This involves both Institutional as well as channel sales. In depth experience of Key accounts management, channel sales, managing dealers/ franchisee network, significant experience of using Baan/ Smartnet for analyzing & interpreting minute scale data .

Results:

* Brand building and business development in Godrej Renewable Energy division Appliances as well as Appliances division through sustained efforts .
* Meeting the Revenue figures on a quarter to quarter and annual basis regularly.
* Project & product sales to institutional/ corporate customers as well as chain of dealer network/ channel partners. Effectively managed technical sales, project as well as product sales.
* Mapping & reaching out to the potential customers adopting various means of marketing / selling , Planning & Scheduling the meetings , Preparation of detailed techno- commercial proposals , providing customized solution to them, holding discussions & further negotiations , achieving noteworthy success ratio in this highly competitive field competing with major indian as well as global players .
* Bidding for the projects in Govt. / Private sectors , keeping a track on the Tenders floated time to time thru various online as well as offline means and participating in these.
* Monitoring / tracking the data on a weekly and quarterly basis , analyzing the reasons for hit & miss ratio , taking the reports from the team /sending the reports to HO/ branch team , regular updation of these reports
* Enhanced customer satisfaction thru better service quality & feedback.
* Developed efficiency-enhancing capability /process improvements that made it possible to enhance service quality /technical competency/ warranty cost reduction/
* Decreased warranty expenditure by implementing quality assurance audits/ detailed analysis / skill development / standardization of processes/ customer feedback survey and standardizing procedures.
* .Establishing new products in the market/developing market .

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| Industrial Components , Bhopal | 2002- 2005 |

Engineer- Sales

Served as technical sales & purchase officer to the management , visiting the industries & customers and ensuring business growth.

Results:

* Helped drive a significant growth in business .
* Quickly gained the reputation for managing techno commercial aspects in leading industries by maintaining a positive attitude and product knowledge / technical discussions/ negotiations & estimations.

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| Indian Railways , Bhopal | 2000-2002 |

Section Engineer

Successfully completed training in IRISET ,secunderabad & posted as section Engineer ( Signal).

Results:

* Completed the rigorous probation/training in Indian railway institute of signaling & telecom in IRISET , secunderabad & posted . Successfully cleared the exam after completing of training & posted in Ganj Basoda near bhopal, MP.

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| Regional research laboratory, Bhopal | 1997-1999 |

Project Fellow

Handled projects in remnant life assessment & life extension of thermal power plant structures& components.

Results:

* Wrote research papers in remnant life assessment & modernization of thermal power plants.
* Attended National level seminar on remnant life assessment in Kolkata, India .
* Exposure to Non destructive testing methods & scanning electron microscope

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| Bajaj Auto Limited, Aurangabad, India | 1996-1997 |

Graduate Engineer

* Major stint in Indore & pune for Sales, marketing & service ( In Bajaj Aurangabad & Pune Locations & Sanghi Automobiles, Indore )
* Handled projects in Sales, final assembly, machine shop & logistics in motor cycle & scooter division .
* Attended short term training in Sandvik Asia Limited Pune in cutting tools & inserts

Results:

* Measures to improve revenue figures/ customer satisfaction index
* Reduction in set up time of tools in machine shop.
* Improvement in loading & unloading system of components in logistics department.
* Reduction in rectification processes in final assemble in motorcycle division.

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## Extra Curricular :

* Attended training programs in Leadership & Management, Time & Stress Management, Team building , communication skills , Innovation and Creativity, Personality development Advance Excel, and other programs while in Godrej & other Leading organizations.
* **Certifications for Kaizen awarded for various improvements ( In Godrej )**
* Winner of Safety Quiz and Safety Slogan in Godrej , Bhopal branch.
* Member of Anti Ragging Committee while in College
* Member of **Spic Macay( Cultural Organisation).**
* Participated in college cricket.
* Won various quiz and G. K. competitions in School and Colleges and other Occassions
* **Attended National level seminar on Industrial Safety organized by National Safety Council( M.P. Chapter)**
* Member of Mechanical Engineer Association.
* Member of Graduate Engineers Trainee Cricket Team while in Bajaj Auto Ltd.

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### SUMMER TRAINING /TRAINING & DEVELOPMENT

1. Twice received 15 days summer training in **M/S BHEL(BHOPAL)** during Pre Final and Final year. Training was in Steam Turbine section.Visual information, drawings and practical observations were gathered.

Attended short term and long term training programs in Godrej & other leading organizations :

* Leadership & Management skills
* Advance Excel
* Time& stress Management,
* Team building ,
* Communication skills ,
* Innovation and Creativity,
* Personality development

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**COMPUTER SKILLS**

Proficient in Microsoft Word, MS Excel, MS PowerPoint, Outlook, Baan, Smartnet, Autocad, Exposure to C , MS Project

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**PROFESSIONAL AFFILIATIONS**

Mechanical Engineer’s association of India

MANIT Engineer’s associations

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**ACHIEVEMENTS :**

* Received scholarship for getting first position in college during first year.
* Overall rank was 10th ( strength 65)
* Attended seminars on Industrial safety and R&M ( NATIONAL LEVEL)
* Attended training programs in Leadership & Management, Time & Stress Management, Ms Excel, Innovation and Creativity, Personality development and other programs while in Godrej & other Leading organizations.

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### U.G. PROJECT :

During final year Engineering, I carried out project work **‘Safety Auditing Of Medium Size Industry’**. In **BHEL, Bhopal**. Area chosen was switchgear & rectifier section. Critical areas, process effluents were spotted and an audit chart was prepared.

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### REFERENCES:

1. Mr. Saurabh Pandey

DGM ( Sales & Marketing ), Sage Group

Bhopal, MP , Cell : +91-9074149313

1. Mr. Lalit Bais

Sales Manager, Godrej & Boyce Mfg. Co .Ltd.

BHOPAL, M.P., Cell : - +91- 9826846744

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**ACADEMIC PROFILE:**

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| **Course** | **Institute/ University** | **Year** | **% / Division** |
| **Bacheler of Engineering ( Mechanical )** | **National Institute of Technology, Bhopal** | **1996** | **73/ 1st Division** |
| H.Sc/ 10+2 | Nalanda Public School, Bhopal | 1991 | 68%/ 1st Division |
| High School/ 10th | Kalibadi School, Raipur | 1989 | 81%/1st Division |
| MBA /PGDFM ( Post Graduate diploma in Finance Management ) | IGNOU University | 2015/16 |  |

* Note-Elective papers in BE( Bacheler of Engineering) course were operation research and materials management).

## ADDITIONAL COURSE:

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| MCAD | Pentasoft Hyderabad | 2001 | A Grade/82% |

**The course was on PRO-E 2000 I and IDEAS MASTER SERIES 6.**

PRO-E Project was of 72 hours duration and involved master modeling of Cam Shaft, Assembling , Drafting and Detailing.

IDEAS Project was also of 72 hours duration and involved master modeling, Assembly , Drafting and Detailing of Proximity Switch.

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**International clients handled : UK, Canada, UAE, USA, Germany, USA ( Temporis Capital UK, Bosch , Kingsbury power, Midea, Gree, Galanz, etc.)**

**On line Marketing done : Linkedin, Facebook, Twitter, Google etc.**

**Personal Profile**:

Name : Devbrath Mukherjee

Father’s Name : : Mr. T. K. MUKHERJEE

Gender : Male

Religion : Hinduism

Citizenship : Indian

Date of Birth : 29/08/1973

Height & Weight : 5’8”, 75 Kg.

Eye Sight : 6/6 Normal

Marital Status : MARRIED

Identification Mark : Cut Mark On Forehead

Category : General

Hobbies : Computer, Reading , Cricket, Driving, Music, Astrology, Science

Passport Status : Available

Passport Number : **Z4013535 ( valid upto 2027)**

Languages Known : English, Hindi , Bengali & Sanskrit

Permanent Address : HIG-142, Amarnath Colony

Kolar Road

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I hereby certify that the information given above is correct and true to the best of my knowledge.

Date:22nd December, 2018

Place: Bhopal **(Devbrath Mukherjee)**