

# NARATTAM CHAKRABORTY

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## Objective

I would like to work in an environment where I will be able to contribute through my in-depth technical knowledge and vast Techno-commercial experience in Polymer and Petrochemical field for the betterment of Indian Polymer and Petrochemical Industry.

## Professional Synopsis

- A Graduate in Chemistry Honors and B.Tech in Polymer Sc. & Tech. with MBA in Marketing having 19 years of working experience in Indian Polymer & Petrochemical Industry.
- Certification in Customer Relationship Management and Brand Management from IIM – Bangalore.
- Currently associated with **Mangalore Refinery and Petrochemicals Limited (a Schedule "A", Miniratna CPSE under MOPNG)** since Nov.'13. Presently working as Senior Regional Manager, where by responsible for addressing all field related technical queries from Polypropylene customers, Product development and grade establishment along with trouble shooting of customer complaints. Also accountable for entire Marketing and Sales of Polypropylene and other petroleum products of country. Part of team, responsible for successful implementation of MRPL's S&D Module of SAP (PP).
- Previously worked as Deputy Manager \_Quality Assurance in M/s. Haldia Petrochemicals Limited handling grade development and their establishment in customer's machines, addressing to customer complaints, Lot classification and certifications, managing different types of sophisticated testing equipment and its data interpretation, Bench marking analysis, Additive analysis and part of its vendor selection committee.

I have gained insight into World class Technologies available for Poly ethylene and Polypropylene, Formulation of Product pricing and Promotional Schemes/discounts, regulatory compliances for products and grades, Strategic planning, ISO documentation, business development, in depth knowledge in SAP (S&D & QM) etc.

- In depth Techno-Commercial understanding of PE & PP business.
- Excellent analytical negotiation and report preparation abilities.
- Constant track record of Competitor moves in market and market intelligence.
- Hands on experience of handling data related software like LIMS. SPSS, MS Tools like MS- Office, MS-Project, Lotus-notes etc.

<b>1. Organization</b>	<b>M/s. Mangalore Refinery and Petrochemicals Limited (MRPL)</b>
<b>Duration</b>	<b>(Nov.'13 – Till Date)</b>
<b>Dept / Present Desig./ Role</b>	<b>Marketing / Sr. Regional Mgr. / Techno – Commercial I/c for Assigned Region</b>
<b>Work Profile</b>	<p><b>1. Technical Responsibility:</b></p> <p><b>A) Developing Release Specifications and Technical Data Sheet for different Polypropylene grades:</b></p> <ul style="list-style-type: none"> <li>• Developing Final Release specification for various PP grades for their final classification.</li> <li>• Preparing and issuing Technical datasheets for grades in market.</li> <li>• Arranging Customer Trials and periodic monitoring of grade performance and review of specifications as and when required.</li> </ul> <p><b>B) Addressing Customer Complaints and continued Customer Support:</b></p> <ul style="list-style-type: none"> <li>• Development of Customer Complaint Handling Procedure for MRPL's Polypropylene grades.</li> <li>• Establishing MRPL's new Polypropylene grades in customer's Machines.</li> <li>• Attending customer complaints and providing technical supports.</li> <li>• Brainstorming and Root-cause analysis in complaint cases followed by necessary suggestions to plant.</li> <li>• Taking collective business call in placing lots with borderline parameters based on merit of lot and customer's requirement.</li> </ul> <p><b>C) Planning Bench Marking Analysis and Grade Development / Grade fine-tuning:</b></p> <ul style="list-style-type: none"> <li>• Developed entire frame work for Bench Marking analysis of MRPL's PP grades against equivalent competitor's grades.</li> <li>• Keeping update of prevailing Market requirement and trends by Periodic visits to Customers and Machine manufacturers, leading to development of new grades as per market requirement and plant capabilities and their positioning and establishment.</li> <li>• Fine-tuning of existing grades based on market feedback.</li> <li>• Handling marketing communication wrt. MANGPOL brand and its grade basket by developing necessary web pages, brochures.</li> </ul>

**Work Profile**

**D) Developed blue-print for setting up Application Development Centre for Polypropylene:**

- Developed entire blue-print for proposed Application Development center for PP and other products of MRPL.
- Responsible for developing Value added grade for Niche markets.

**E) Plant Coordination:** Interface between the External Customers and Polymer Plant and helping them in required grade fine-tuning.

**2. Commercial Responsibility:**

**A) Managing Overall Sale:**

- Leading the team taking care of MRPL's overall PP sales in South East part of country.
- Channel Partner management by guiding them in marketing/ Sales solicitation and conducting their performance review.
- Part of scrutiny committee during Channel partner selection (DCA, Distributors).
- Managing direct and depot sales of the region.
- Proposing and setting up of new depots / warehouses in different locations based on market survey and potential volume.
- Mapping entire S&D module of MRPL's PP in SAP.
- Responsible for sales of other petroleum products (e.g. Petcoke, Bitumen, Sulphur etc.) in the region.

**B) Market Development and Sales planning & projection:**

- Identifying potential PP customers in the pockets within the region, ensuring registration and business with MRPL.
- Product development basis marketing analysis, market penetration.
- Monitoring and managing monthly sales at individual customer against their capacity and targets.
- Grade-wise monthly quantity projections.
- Market intelligence by surveying, monitoring Competitor moves, analysis of Market Share data.

**C) Pricing and Discounts Structure formulation:**

- Part of team formulating the pricing policy and different discount structures for MRPL's Polypropylene business.
- Periodic price comparison w.r.t to competitors in PAN India basis followed by proposing the suitable actions.

<b>Work Profile</b>	<p><b>D) Representing MRPL in different Seminars and Exhibitions:</b></p> <ul style="list-style-type: none"> <li>• Participation in different Seminars and Exhibitions.</li> <li>• Strengthening brand image of MANGPOL PP in market.</li> <li>• Initiative towards developing rapport with customers and competitors.</li> <li>• Provided able guidance in creating MRPL's stall in various exhibitions.</li> </ul>
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<b>2. Organization</b>	<b>M/s. Haldia Petrochemicals Limited (HPL)</b>
<b>Duration</b>	<b>(Jul.'05 – Nov.' 13)</b>
<b>Dept / Desig/ Role</b>	<b>Quality Assurance / Dy. Mgr / Technical</b>
<b>Work Profile</b>	<p><b>A) Classification and Lot certification:</b></p> <ul style="list-style-type: none"> <li>• Analysis of properties and final classification.</li> <li>• Issuing test certificates.</li> <li>• Trend analysis of properties.</li> <li>• Up-gradation / down gradation of border-line lots.</li> </ul> <p><b>B) Customer Support and addressing customer complaints:</b></p> <ul style="list-style-type: none"> <li>• Grade development and their establishment.</li> <li>• Developing release specification and their periodic review &amp; modification.</li> <li>• Addressing customer complaints, its root cause analysis and trouble shooting.</li> <li>• Benchmarking analysis and grade fine-tuning.</li> <li>• Coordination between customers and production dept.</li> </ul> <p><b>C) Managing Sophisticated Equipment and software:</b></p> <ul style="list-style-type: none"> <li>• Hands on experience on different sophisticated equipment.</li> <li>• Data interpretation and report sharing with inferences.</li> <li>• Additive analysis and part of its vendor selection committee.</li> <li>• Familiar with all variety of Polyethylene (HDPE and LLDPE) and Polypropylene (Homo, Random, Impact co-polymer) grades.</li> </ul>

## Instruments Handled

Hands on experience in handling following equipment and data interpretation:

Differential Scanning Calorimeter (DSC)	Gel Permeation Chromatography
Thermogravimetric Analyzer (TGA)	Karl Fischer tester
Infrared Spectrometer (FTIR)	Injection Molding
Melt flow Tester	Extrusion Process
Instron (UTM)	Rockwell Hardness Tester
Optical Microscope with Image Analyzer	Head space Gas Chromatography
Film Impact Tester	Environmental Stress Cracking Resistance
Tear Tester	Compression Molding with day-light facility
Density Gradient Column	Haze Meter & Gloss Meter
Heat Deflection Temperature	Film Puncture
Vicat Softening Point	Capillary Rheometer
High Performance Liquid Chromatography	X-Ray Diffractometer

## Team Building

Continuous effort to be an effective and efficient team member and to maintain a supportive atmosphere for peers and juniors. Open and flexible to take new challenges and understand emotional quotient of subordinates. Initiatives towards personal developments of juniors, arranging and imparting necessary trainings and delegations.

## Publications in Journals

Technical paper publication includes:

- Service life & common Failures of Polyethylene Pipes – **Petrofed Journal – Vol.13, Issue 2**
- Impact – Flexural optimization in Polypropylene – **FIPI Journal – Vol 16, Issue 2**

## Academics

Exam	Board / University	Year of Passing	Mode	Specialization	Percentage
School Final (10 <sup>th</sup> )	W.B.B.S.E	1997	Regular	-	82
Higher Secondary(12 <sup>th</sup> )	W.B.C.H.S.E	1999	Regular	Science	77.9
Bachelor in Science	Calcutta University	2002	Regular	Chemistry Hons.	59.625
Bachelor in Technology	Calcutta University	2005	Regular	Polymer Sc. & Tech	79
MBA	ICFAI University	2017	Correspondence	Marketing	CGPA: 7.29 (69.26%)
Certification in Customer Relationship Management	IIM - Bangalore	2022	-	CRM	69.5%
Certification in Brand Management	IIM - Bangalore	2024	-	Brand Management	88.3%

## Extra-Curricular Activities & Hobbies

Got National Scholarship both in School Final and Higher Secondary Education.

**Hobbies:** Football, Cricket, Marathon.

## Personal Details

Nationality	Indian
Marital Status	Married
Date of Birth	11 <sup>th</sup> November 1981
Languages Known	English, Hindi, Bengali
Parmanent Address	S/o N.K. Chakraborty, H-33, Nabadarsha, Srimantapur, PO : Nilachal (Birati), 24 Parganas (N), PIN : 700134, West Bengal, India.
correspondance Address	Door No : 361, 8th Cross, 1st Stage, 6th Phase, Sree Mahaganapathi Nagar, WOC Road, Bangalore, 560010. Karnatake, India.

I hereby confirmed that the entire particulars given above are true to the best of my knowledge.

Regards



Narattam Chakraborty.

Date: 21.08.2024

Place: Bangalore, Karnataka.