



JAYDEEP BAGCHI

Director India

With an unwavering commitment to excellence and a strategic vision, my objective is to ascend to CXO leadership roles within the B2B sector of a multinational company. Leveraging over a decade of experience in brand management, marketing, and business development, I am poised to foster transformational change and drive business success. My expertise spans multiple industries, including refractory, steel, and cement, with a track record of establishing robust organizational frameworks and crafting innovative market strategies. My goal is to build on this foundation, creating a sustainable competitive advantage that aligns with a forward-thinking organization's core values and strategic direction.

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PROFESSIONAL SUMMARY

- Over 17 years of experience in techno-commercial roles, B2B sales, marketing, business development, and recycling management in diverse industries.
- Adept at stakeholder management and operations, with hands-on experience in liaising with government agencies and stakeholders to meet regulatory compliances for successful company incorporation.
- Expertise in developing and executing comprehensive marketing strategies, leading to substantial growth in key accounts.
- Proven track record in business development, successfully incorporating subsidiaries and expanding manufacturing footprints.
- Strategic thinker with extensive experience in creating circular economy solutions, reducing emissions, and managing environmental waste.
- Proven ability to develop and execute market-oriented strategies, optimize resource utilization, and achieve designated profitability and market share growth goals.
- Skilled in establishing new business operations, building brand identity, and developing value chain projects, including securing a 3-year contract with Tata Steel Kalinganagar.
- A strong leader and team builder with a talent for uniting diverse teams around common goals, fostering collaboration, and driving results.
- Expertise in strategic planning, product development, brand building, corporate affairs, turnaround management, and key account management.
- Hands-on experience with international markets, including successful training and European project completion, focusing on sustainability and reducing carbon footprints.

TECHNICAL SKILLS

MS Office Suite (Word, Excel and PowerPoint) SAP Power BI

WORK EXPERIENCE

India Area Director

Magnesitas Navarras - MAGNA (Mar 2023 - Present)

Spearheaded the strategic business and market development efforts to establish the manufacturing footprint of MAGNA-Spain (a subsidiary of TIMAB Magnesium under Groupe Roullier, France) in India.

Role: Country Manager

- Managed the end-to-end process from concept to commissioning, ensuring compliance with Indian company laws and establishing key liaisons with government officials, including the Chairman, Managing Director, and Chief Secretary of Odisha.
- As Country Manager, oversaw all aspects of subsidiary incorporation, business development, and the exploration of strategic opportunities to secure a competitive advantage in the region, driving the successful business establishment in India.

Achievements:

- Successfully led the incorporation of the Indian subsidiary, TIMAB Magnesium India Pvt Ltd, with its registered office in Bhubaneswar, Odisha, as of February 2024.

General Manager Recycling (India, West Asia & Africa)

RHI Magnesita (Jan 2022 - Mar 2023)

Reported directly to the Global Recycling Head and regionally to the Managing Director, with a significant role in aligning and implementing global recycling strategies across the region. Completed intensive two-week product training in Austria and the Netherlands, leading to the joint decision to establish recycling centers across India.

- Led the strategic sourcing and operational management of by-product sales, ensuring alignment with the global recycling strategy.
- Conducted comprehensive market intelligence, surveys, and analyses of spent refractories from target industries to optimize recycling processes.
- Managed long-term sourcing of secondary raw materials, focusing on increasing recycling rates through cross-functional collaboration.
- Oversaw pricing, negotiation, planning, and forecasting efforts, ensuring effective knowledge and technology transfer in recycling.
- Acted as the Project Owner for Capex coordination and efficiently managed recycle/scrap operations.

Achievements:

- Successfully developed and executed an end-to-end recycling project, securing a 3-year contract with Tata Steel Kalinganagar.
- Proactively explored opportunities for value chain recycling with other major steel companies, expanding the scope of operations.
- Introduced new recycling partners and secured reliable secondary raw material supplier partnerships.
- Completed comprehensive onboard training at European facilities, enhancing expertise in recycling operations and technology applications.

Regional Account Manager India - Refractories, Ceramics, Minerals

Almatis Alumina Pvt Ltd (Jul 2018 - Dec 2021)

Gained in-depth knowledge of end-user applications and was recognized for value chain business development, successfully identifying and introducing products to enhance the performance of refractories, ceramics, and polishing. Completed comprehensive two-week product training in Germany, the Netherlands, and China, enhancing expertise in product applications and customer solutions.

- Led business development and account management for esteemed customers in the Refractories, Ceramics, and Foundries sectors across India, reporting directly to the Commercial Director for India & SEA.
- Conducted market intelligence, surveys, and analysis to inform decision-making and drive new customer acquisition.
- Managed regular sales operations, customer retention, pricing, negotiation, and planning to support market and business development activities.
- Delivered techno-commercial solutions and value propositions for customers in Refractories, Ceramics, Polishing, and other sectors, while also supporting channel sales and recycle/scrap management.

Achievements:

- Successfully developed a value chain project for a new application, introducing an innovative product to the Indian market.
- Played a pivotal role in market development activities for a major high-volume application product, driving increased market penetration.
- Developed an indigenous product solution through strategic collaboration with a reputed Indian manufacturer.
- Expanded the customer base by introducing new clients to the refractories and ceramics business.
- Efficiently managed account receivables and mitigated bad debts, ensuring financial stability.
- Sold recycled and scrapped materials for various applications, contributing to sustainable business practices.
- Demonstrated strong product expertise in selling a range of products, including Calcined, Reactive, Tabular Alumina, Spinel, CA Cements, and Dispersing Alumina.

Assistant General Manager- Marketing

IFGL Refractories Ltd (Mar 2010 - Jul 2018)

AGM-Marketing, Kolkata (Head Office) | Apr 2016 – Jul 2018

- Led sales and business development efforts for key accounts, including Tata Steel, JSW Steel, JSL, and Mini Steel Plants across India, reporting directly to the President of Marketing (Global).
- Traveled extensively across India for techno-commercial discussions and business development, coordinating a team of 16 members (4 BDMS, 2 Executives, 10 Supervisors) across various sites.
- Developed and implemented sales strategies to enhance business volumes, achieve revenue and profitability goals, and improve customer satisfaction and loyalty.
- Managed and developed business partnerships to increase market share and profitability while formulating short- and long-term budgets and business plans.

AGM-Marketing, Jamshedpur | Sep 2014 – Apr 2016

- Focused on business development strategies utilizing advanced analytical marketing tools and techniques tailored for the B2B sector.
- Developed and executed sales plans to ensure the achievement of market share and profit objectives.
- Implemented client acquisition strategies, mapped client requirements, and provided customized business solutions through proposals, presentations, and demonstrations.
- Provided training and oversight to the sales team, ensuring efficiency in operations and achievement of sales targets.

Business Development Manager, Jamshedpur | Jul 2011 – Aug 2014

- Served as the Key Account Manager for Tata Steel Ltd., leveraging strong market intelligence to conduct cost-benefit analyses and present value propositions through innovative thinking.
- Retained and expanded business activities, leading a team of 8 members in Sales & Service.

Business Development Manager, Kolkata | Mar 2010 – Jul 2011

- Managed customer relationships primarily within the Iron & Steel industries, preparing techno-commercial proposals and facilitating product field trials at steel plants.
- Conducted profitability analysis, negotiations, market surveys, and business forecasts and gathered market intelligence to drive business growth.
- Engaged in cold calling and frequent site visits to understand customer requirements and enhance business development initiatives.

Achievements:

- Achieved a compound annual growth rate (CAGR) of 38.02% in sales to Tata Steel over three years.
- Negotiated and secured the highest single-value supply contract worth approximately \$4 million for two years.
- Introduced new products valued at over \$0.14 million to the company's portfolio.
- Registered two new products in Tata Group's innovation competition, INNOVISTA.

Deputy Manager Sales -West Zone

Carborundum Universal (Apr 2009 - Mar 2010)

Successfully managed sales, marketing, and product applications for the West Zone, covering Maharashtra, Gujarat, Goa, and Silvassa.

- Reported to industry managers and oversaw sales across various business verticals, including Iron and Steel, Cement & Non-ferrous, Glass, Ceramics, Tiles, Whitewares, Foundries, Chemicals, Fertilizers, and Carbon Black.
- Managed the dealer network and agent sales, ensuring consistent market coverage and customer engagement.

Achievements:

- Achieved 85% of the sales target, securing new business worth \$0.02 million and leading a major project valued at ₹0.27 crore.
- Efficiently managed account receivables, minimized bad debts, and handled C-forms with precision.
- Secured a significant trial order worth ₹20 lakhs from a new client, Bharuch Enviro Infrastructure Limited (BEIL), in 2009, contributing to overall target achievement of 80%.

Production Superintendent- Refractories

Dalmia-OCL (Jul 2007 - Mar 2009)

- Started as a Graduate Engineer Trainee, completing a 6-month in-plant training program focused on the manufacturing processes of Basic, Silica, and Alumina-silicate Refractories.
- Gained comprehensive exposure to various unit operations in refractory production, ranging from raw material handling to inspection and packaging of finished goods.
- Regularly presented monthly progress reports to the top management, showcasing improvements and advancements achieved through the project.

Achievements:

- Played a key role as a facilitator in the "Samriddhi" project, based on the McKinsey Model, collaborating with the GM/Production as the project leader to enhance plant throughput by 50%.

EDUCATION

Executive PGDM in Marketing (2013 - 2016)

Xavier Labour Relations Institute (XLRI), Jamshedpur, Jharkhand

B. Tech in Ceramic Technology (2003 - 2007)

West Bengal University of Technology (WBUT), Kolkata, West Bengal

CERTIFICATIONS

- **Fundamentals of Digital Marketing** (Google Digital Unlocked - Jun 2020)
- **Strategic Thinking** (LinkedIn - Jun 2020)
- **B2B Marketing on LinkedIn** (LinkedIn - Jun 2020)
- **Branding Foundation** (LinkedIn - Jun 2020)
- **Embracing Change (2014)** (LinkedIn - Jun 2020)
- **Foundation of the Fourth Industrial Revolution (Industry 4.0)** (LinkedIn - Jun 2020)
- **Mentoring Others** (LinkedIn - Jun 2020)
- **Overcoming Cognitive Bias** (LinkedIn - Jun 2020)
- **ESG reporting based on SEBI & BRSR Guidelines** (Bureau Veritas - 2024)

SKILLS

Core Competencies: Strategic Planning and Execution, Product Lifecycle Management, Market Analysis and Penetration, B2B Sales, Recycling and Sustainability, Supply Chain Optimization, Cost Optimization, Compliance and Regulatory Affairs, Stakeholder Management, Change Management, Organizational Development, Revenue Generation, MIS Reporting, Procurement and Vendor Management, Resource Planning and Networking

Soft Skills: Communication, Teamwork, Leadership, Problem-solving, Networking & liasoning

HOBBIES

Reading fitness travel cooking

LANGUAGES

English, Hindi, Bengali, Oriya, German

PROFESSIONAL/SOCIAL NETWORKING

- Life member & Council member of the GCECT Alumni Association.
- Life member & Council member of the Indian Ceramic Society.