

ANUP KUMAR PANJA

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Name: Mr. Anup Kumar Panja
Status at ICAI: FCA
Date of Membership: 27th January 1986
Date of FCA: 17th September 2020
Date of Joining the Firm: 18th September 2020

Current Engagement: Mr. Anup Kumar Panja is a veteran experienced chartered accountant, who has vast experience of working in large companies and well aware about corporate procedures. He has joined the firm CAPS AND ASSOCIATES on September 2020 as a partner and take up the responsibility of corporate law, audit and taxation sector.

Past Experience:

~ **MARKETING / BUSINESS DEVELOPMENT / PROJECT MANAGEMENT and Finance, commercial and Inventory Management** ~

- ⇒ An astute & result oriented professional with **nearly 35 years** of extensive experience in Business Development functions entailing **Sales & Marketing, Project Marketing, Techno-commercial Operations, Team Management and Finance, commercial & Inventory Management.**
- ⇒ A keen strategist with expertise in managing entire sales & marketing operations by ensuring optimal utilization of resources.
- ⇒ Proficient in visiting target market clients for studying requirements of clients & making detailed proposal and presentation of products & highlighting and defining the core benefits of the products.
- ⇒ Attained proficiency in **Commercial Operations, Business Development, Operations, Sales & Marketing** activities. *Significant experience in working with customers & project managers for securing & executing projects.*
- ⇒ Proven skills in breaking new avenues & driving revenue growth and proactively conducting **opportunity analysis** by keeping abreast of market trends/ competitor moves to achieve market-share metrics.
- ⇒ Skills in developing relationships with **key decision-makers** in target organisations for revenue.
- ⇒ Ensured **successful ramp up of business assignments;** while working in coordination with clients & ensuring effective service deliverables.
- ⇒ Proficient in developing & streamlining systems with proven ability to enhance **operational/ administrative** effectiveness and meet operational goals within the cost, time & quality parameters.
- ⇒ Streamlined & implemented **techno-commercial practices.** Comfortable interacting with multiple levels of organisation, management and staff from different locations.

Areas of multi-faceted strength and qualification include;

◆ Strategy Planning	Sales Budgeting	Commercial Function
◆ Inventory Management		
◆ Project Management	Marketing / Business Development	Techno-commercial
◆ Revenue Expansion	Relationship Management	Market Intelligence

Skills Profile



Executive Summary

Visionary, Strategy,

Execution & Leadership

New Market Development

Market Intelligence

Strategic Contribution

Skilful Execution

Value Champion

- ◆ **Commercial & Inventory Management:** Budgeting and variance analysis For both Financial, Purchase and Inventory at the Plant Level and reporting of reasons of variance to HO.
- ◆ **Project Management:** Supervising activities for successfully commissioning of 1.5 mtpa cement grinding project. A complete liaison with Environment Dept./ WBPCB/ WBPDC/ Railways/ Directorate of Industries/ Directorate of Factories/ Local Govt. Authorities/ Local Public Relation etc. Marketing of products/ projects and handling the complete cycle of the project management entailing requirement estimation and final execution of project. Mapping requirements and providing best solutions involving evaluation and definition of scope of project and finalisation of project requirements.
- ◆ **Marketing & Business Development:** Taking care of the sales with focus on achieving predefined sales target and growth. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame. Identifying market opportunities, developing business cases and offering successful product/services.
- ◆ **Client Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.

Employment Scan

Retired on 31.05.2020 from UltraTech Cement Ltd.

October 2019 to 31.05.2020 at UltraTech Cement Ltd. Unit: Maihar Cement Works;

At Maihar Cement Works: As Executive President (Finance & Commercial): Was heading the Financial and Commercial Departments including Purchase up to 16.02.2020.

From 17.02.2020 at Kolkata as **Executive President (Special Projects):** Has been looking after Incentive recovery for Sonar Bangla Cement Works and Incentive Sanction for Dankuni Cement Works.

October 2017 to September 2019: Maihar Cement (Prop: Century Textiles & Industries Ltd.)

Executive President (Finance & Commercial) at Maihar Cement:

Notable Attainments:

Successfully reduced to the Inventory Cost of the plant level to a great extent.

Developed Vendors management and reduced to the Cost

Successfully commissioned the RFID system in the plant for Outward and Inward movement.

August 2016 to September 2017: Cement Division of Century Textiles & Industries Ltd.

Executive President (Special Projects):

Notable Attainments:

Successfully got the Sanctioned letter towards the VAT Incentive under WBIS 2004 Scheme to the tune of Rs.184.10 Crores. And got sanctioned Power Subsidy under WBIPS 2005 Scheme to the tune of Rs.33.12 Crores. For Sonar Bangla Cement Projects.

December 2015 to July 2016: Cement Division of Century Textiles & Industries Ltd.

Executive President (Coordination & Marketing);

Notable Attainments:

Improved the market both at West Bengal and North Eastern States to a great extent and increase the market network.

Increased the Dealer base and Controlled the Outward freight logistics.

Aug'08 to November 2015: Sonar Bangla Cement, Murshidabad, W.B.

**Executive President (Cord.&Marketing}
(A division of Century Textiles & Industries Ltd.)**

Notable Attainments

- ⇒ Commissioning of 1.50 mtpa fly ash based Cement Grinding Unit in the backward district of West Bengal. Strategising the long term business directions of the region to ensure maximum profitability in line with organisational objectives.
- ⇒ Developed the periodic business plans & strategies, in coordination with macro plans of organisation.
- ⇒ Commissioning of Railway line both inside and outside. Successfully liaised with RITES Ltd. for construction of RLY Siding to our Inplant Yard from Gankar Station in the Division Malda of Eastern Railways and to liaison with DRM Office at MALDA.
- ⇒ Successfully liaised with Environment Department / WBPCB both for Consent to Operate and Enhancement of Capacity expansion from 1.50 mtpa to 2.00 mtpa. Holds distinction of liaising with SWID people for deep bore well with Directorate of Industries in W.B. for registration for various Incentives Scheme with Assistant Directorate of Factories in W.B. for of Factories and WBSEDCL for Construction Power and with WBSETCL for 132KV Power Line. Coordination with WBPDCCL for Fly Ash.
- ⇒ Successfully liaised with different district authorities for peaceful man management in the locality.
- ⇒ Successfully liaised with Directorate of Factories for obtaining Factory License.
- ⇒ We have a team of 20 Highly skilled personnel in our company apart from the big contractors who have been working under our supervision.
- ⇒ [Submission of Incentive Document to WBIDC for various Incentive under WBIS2004 Scheme.](#)
- ⇒ [Looking after Marketing in West Bengal and North East.](#)

**Aug'07 to Jul'08 Maihar Cement, Maihar, M.P.
(Prop: Century Textiles & Industries Ltd.)**

Vice President (Marketing)

Notable Attainments

- ⇒ Supervised marketing, sales & distributions activities in the state of M.P., daily dispatch plan for entire market areas of M.P., U.P., Bihar, Uttarakhand & Delhi, fixation of monthly target.
- ⇒ Analysed actual and follow up action, Sales Accounting, Development new market and Preparation of Marketing Strategy.
- ⇒ We had a team of 35 skilled personnel in marketing department apart from the sales promoters and team of C & F agents personnel who had been working under our supervision as a marketing team.
- ⇒ Market size had grown by 25% during my tenure.

**Feb'93 to Jul'07 Century Cement, Kolkata, W.B.
(Marketing) (Prop: Century Textiles & Industries Ltd.)**

Vice President

Notable Attainments

- ⇒ Spearheaded the entire Marketing, Sales & Distribution activities in the State of W.B. and entire North Eastern States viz. Assam, Tripura, Mizoram, Manipur, Nagaland and Arunachal Pradesh.
- ⇒ Efficiently prepared Marketing strategy for both W.B. and entire North Eastern States, Fixation of monthly targets.
- ⇒ Supervised and analysed the actual and follow up action, Sales Accounting, Pricing Strategy, Analysis of Competitors Marketing and activities and their marketing strategy and the required follow up action.

- ⇒ Played a key role in strengthening the dealers network and Retail based Marketing activities, Development of new areas for marketing, Customers awareness program .
- ⇒ We had a team of 20 personnel apart from the team of C& F agents personnel who had been working under our supervision as a marketing team.
- ⇒ Market size had grown by 30% during my tenure.
- ⇒ Outstanding position from the dealers had reduced a lot due to introduction of incentive scheme .

PREVIOUS EMPLOYMENT

Jul'92 to Dec'92	Gujarat High Tech Industries Ltd., Kodinar, Gujarat.	Senior Manager (Finance)
May'91 to Jun'92	Vinay Cements Ltd., Shillong, Meghalaya.	Manager Finance

ACADEMIC CREDENTIALS

1985 Chartered Accountant from The Institute of Chartered Accountants of India
1977 B.Sc. from Calcutta University

PERSONAL SNIPPETS

Date of Birth : 28th May, 1957
Address : 63K / 1C Tollygunge Road, 3rd Floor, Kolkata - 700033, West Bengal
Languages Known : English, Hindi and Bengali

References

Shri B L Jain [Former Whole Time Director of Century textiles & Industries Ltd. and Senior President of Century Cement, Maihar Cement (Unit 1&11), Manikgarh Cement (1&11) and Sonar Bangla Ceemnt] and Former President of CMA.