

PIYUSA KUMAR PAL

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EXPERIENCE

Market Development Manager

Rallis India Ltd.

March 2024 – Present

Headquarters (HQ) in Raipur, overseeing Odisha and Chhattisgarh (CG)

- Product Fitment Initiatives: Led initiatives for aligning product offerings with market needs, focusing on key crops such as Tomato, Cole crops, and Maize.
- Strategic Pricing and Product Positioning: Developed comprehensive pricing and product positioning strategies utilizing weather forecasts and consumer data.
- Product Evaluation: Conducted thorough evaluations to guide decision-making for maize and various vegetable products, driving significant returns.
- Campaign and Marketing Management: Managed campaigns and marketing activities to enhance product promotion and visibility.
- Team Training: Provided technical training to the team on crop management and business strategies, ensuring high performance and expertise.
- Project Collaboration: Collaborated on projects introducing short-duration Paddy and high-value vegetables, driving business growth.
- Market Analysis: Analyzed market movements to optimize product life cycles and ensure competitive positioning.
- Innovative Project Management: Led innovative project management initiatives to drive business growth and market penetration.

Achievements:

- Managed product fitment for Tomato, Cole crops, Maize, varietal Paddy, and new short-duration Hybrid paddy.
- Participated in strategic planning including pricing, product fitment, and campaign execution.
- Evaluated and facilitated decision-making for the fitment of maize, Bottle gourd, Bitter gourd, and Watermelon.
- Worked on projects introducing short-duration Paddy and drove valuable business in vegetables with a 10% return.

Business Development Manager

Rallis India Ltd.

September 2023 – March 2024

- Regional Business Management: Managed the vegetable business across Chhattisgarh and Odisha, coordinating efforts between sales teams handling vegetables.
- Product Introduction and Scaling: Successfully introduced and expanded the market presence of products like Bitter Gourd Madhul and Sponge Gourd Sidhu.
- Comprehensive Team Training: Conducted comprehensive training sessions for the team on business strategies, and product knowledge.
- Brand Enhancement: Enhanced brand presence and product fitment in untapped markets through targeted strategies.
- Sales and Marketing Coordination: Coordinated sales and marketing efforts for vegetables to achieve business goals.

OBJECTIVE

Accomplished professional with over 16 years of extensive experience in the Agri Input including 8 years pesticides and 8 years in seeds division, focusing on sales, product management and brand promotion. Demonstrated success in strategic business planning, market analysis, and product fitment initiatives for key crops such as Tomato, Cole crops, Maize, and Hybrid Paddy. Proficient in leading digital marketing campaigns, providing technical training, and fostering team leadership. Adept at driving business growth, market expansion, and developing sustainable agricultural practices. Seeking a mid-level management position in a progressive organization to leverage my expertise in business development and strategic planning to achieve the company's objectives and contribute to its innovation and growth in the agricultural sector.

EDUCATION

PGDM (Agri Business Management)

VAMNICOM, Pune | 2007-2009

B.Sc. (Agriculture)

OUAT, Bhubaneswar | 2002-2006

SKILLS

- Business Development
- Strategic Planning
- Sales and Marketing
- Product Management
- Market Analysis
- Team Leadership
- Technical Training
- Brand Promotion
- Campaign Management
- Customer Relationship Management
- Market Penetration
- Retail Operations
- Digital Marketing
- Knowledge Transfer
- Agricultural Practices
- Project Management
- Data Analysis
- Inventory Management
- Market Expansion
- Financial Planning

- Market Growth Leadership: Led significant growth in the watermelon market, increasing market share and profitability.
- Strategic Business Planning: Focused on business development through strategic planning and market analysis.
- New Product Evaluation: Evaluated market potential for new product introductions, ensuring alignment with business objectives.

Achievements:

- Introduced Watermelon, achieving significant liquidation.
- Scaled up Bitter Gourd Madhul in South Orissa market with effective branding.
- Introduced new products like Bitter Gourd Madhul Gold and Tomato Monahar.
- Regularly trained the team on vegetable fitment and business patterns.
- Engaged in PDA activities to build confidence among team and channels.
- Managed market development for vegetables following a merger of roles.

Cluster Head

[JK Agri Genetics Ltd.](#)

January 2018 – August 2023

Headquarters (HQ) in Bhubaneswar, overseeing Odisha and CG.

- Product Launches: Launched new products such as Tomato JK 540, achieving notable growth and brand recognition.
- Digital Marketing Campaigns: Directed successful digital marketing campaigns for various crops, increasing market reach.
- Award-Winning Contributions: Recognized with multiple awards for contributions to vegetable sector growth and top performance.
- Strategic Planning: Developed and executed strategies for product lifecycle management and long-term planning of hybrid crops.
- Market Data Analysis: Analyzed market data to ensure product fitment and performance in different regions.
- Team Training and Strategy: Trained teams on strategies for introducing and scaling hybrid crops, enhancing overall performance.
- Sales and Branding Management: Managed sales, collections, and branding for key products, driving market presence.
- Regional Project Leadership: Led projects introducing new products in various regions, ensuring successful market penetration.

Achievements:

- Launched Tomato JK 540 with a new brand identity, achieving 42% growth.
- Introduced Brinjal JK 8035 with 20% growth over the previous year.
- Scaled up Brinjal JK 8031 and Chilly JK 176, achieving 12% and 38% growth, respectively.
- Successfully rolled out digital campaign JK Connect for Chilly JK 205 and JK 176.
- Successfully introduced varietal paddy like JK Faayda in Odisha.
- Awarded WOW (Wings of Winner) in 2020.
- Received Circle of Excellence Award for 2020-2021.
- Successfully launched and scaled up Project (2+1) JK KA Dum on Cole Crops.

Area Manager

[PI Industries Ltd.](#)

May 2015 – January 2018

Headquarters (HQ) in Cuttack, overseeing coastal Odisha.

- Market Surveys: Conducted market surveys to identify potential for various agricultural activities, providing actionable insights.
- Technical Knowledge Dissemination: Provided technical knowledge to consumers and stakeholders, enhancing agricultural practices.
- Business Growth Planning: Enhanced business growth through strategic planning and market analysis, driving sales.
- Retail Operations Management: Managed retail operations and customer relations to ensure high levels of satisfaction and loyalty.
- Sales Achievement: Achieved significant sales growth in targeted areas through effective strategies.
- Knowledge Transfer: Facilitated knowledge transfer to retailers and distributors, ensuring alignment with business goals.
- Business Exploration: Planned and executed business exploration initiatives to identify new opportunities.
- Product Development Analysis: Conducted market analysis for product development, ensuring market alignment.

Achievements:

- Achieved an 11% market share in the pesticide market.
- Effectively branded Nominee Gold herbicides.

Promotional Head

[SDS Ramcides](#)

2014 – 2015

Headquarters (HD) in Cuttack, overseeing Odisha.

- Branding and Demand Creation: Led branding and demand creation initiatives for pesticide products, driving market presence.
- Team Activity Management: Managed team activities for effective market penetration and promotional success.

- Impact Evaluation: Evaluated the impact of promotional activities on sales, ensuring continuous improvement.
- Agricultural Potential Exploration: Explored agricultural potential for product introduction, identifying new opportunities.
- Strategic Marketing Plans: Developed strategic plans for product marketing to enhance brand visibility.
- Team Training: Conducted training sessions for the promotional team to ensure alignment with marketing strategies.
- Stakeholder Relationship Management: Managed relationships with key stakeholders to drive business objectives.
- Brand Milestone Achievement: Achieved significant branding milestones for key products through targeted efforts.

Achievements:

- Made significant branding impact on Allwin Wander/Allwin Gold through strategic planning and team motivation.

Territory Manager

Coromandel International Ltd.

August 2012 – August 2014

Headquarters (HQ) in Bargarh, overseeing western Odisha.

- Sales and Market Growth: Drove sales and market share growth in the assigned territory through strategic initiatives.
- Demand Generation Activities: Managed demand generation activities for key products, increasing market presence.
- Award-Winning Sales Performance: Achieved 2nd runner-up award for outstanding sales performance.
- Market Analysis: Conducted market analysis for agricultural potential, providing insights for strategic planning.
- Market Share Capture: Implemented strategic plans to capture market share and drive business growth.
- Customer Relationship Management: Managed collections and customer relationships, ensuring high satisfaction.
- Product Visibility Enhancement: Enhanced product visibility through targeted marketing and promotional activities.
- Market Expansion Initiatives: Led initiatives for market expansion and penetration, increasing business reach.

Achievements:

- Achieved 2nd runner-up award for sales of Phendal (5kl from 25 liters).

Territory Manager

Syngenta India Ltd.

April 2009 – May 2011

Headquarters (HD) in Bardhaman, West Bengal, overseeing Nadia and Bardhaman.

- Brand Recognition and Sales Growth: Achieved brand recognition and sales growth for key products through strategic efforts.
- Demand Generation: Managed demand generation and market penetration activities to drive business growth.
- Team Training: Conducted training sessions for sales teams to enhance product knowledge and sales strategies.
- Strategic Marketing: Enhanced product visibility through strategic marketing initiatives, increasing brand presence.
- Customer Management: Managed customer relationships and collections, ensuring high levels of satisfaction.
- Brand Management Commendations: Achieved commendations for effective brand management and market growth.
- Product Fitment Analysis: Conducted market analysis for product fitment, ensuring alignment with market needs.
- Sales Growth Leadership: Led initiatives for sales growth and market expansion, achieving significant results.

Achievements:

- Received appreciation for effective branding and sales of Tilt and Refit.

Rural Development Coordinator

SWEET | Various roles

- Agricultural Project Management: Managed grassroots agricultural projects and training programs, driving community development.
- Planning and Execution: Conducted planning and team handling for project execution, ensuring successful outcomes.
- Technical Knowledge Provision: Provided technical knowledge to community stakeholders, enhancing agricultural practices.
- Training and Development: Enhanced agricultural practices through targeted training and development programs.
- Project Development Analysis: Conducted market analysis for project development, identifying new opportunities.
- Community Relationship Management: Managed relationships with key community leaders to drive project success.
- Project Milestone Achievement: Achieved significant project milestones in rural development through effective management.
- Sustainable Practices Leadership: Led initiatives for sustainable agricultural practices, ensuring long-term benefits.

Achievements:

- Gained valuable grassroots level experience in agricultural project management and community development.
- Effectively planned and executed training programs, resulting in improved agricultural practices.
- Successfully managed team activities, leading to the achievement of significant project milestones.