

SAMIR BANERJEE

PERSONAL PARTICULARS

Date of birth: 10.7.1951
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EDUCATIONAL QUALIFICATION

- PGDMM : Faculty of Management Studies (FMS), University of Delhi.
- B.Sc (Hons) Physics : St. Stephen's College, University of Delhi.
- I.S.C. : St. Columbus School, New Delhi

PROFESSIONAL EXPERIENCE

JINDAL POLY FILMS LTD. (Nov 1996 to date) – Present position – DIRECTOR (MARKETING), Member on the Board and Profit Center Head of the Polyester and BOPP films.

- Joined the company in November 1996 at the start of the Polyester Film business and have been responsible to develop this business to emerge as India's largest and the fifth largest producer of polyester film in the world, with a capacity of 86,000 Tons/annum.
- Started the BOPP Film business in March 2003 and in four years has grown to be the largest in India and poised to be among the top five in the world by 2008 with an estimated capacity of 180,000 Tons/annum
- Built a strong team of professionals.
- Helped develop the company's Nasik factory as the single largest location in the world for flexible packaging films.
- Developed metallized Polyester and BOPP films to become one of the largest production facilities in the world with a capacity of 25,000 Tons/annum.
- Recently introduced value-added coated films like PVDC coated films. Acrylic coated films and low temperature seal films.
- Was responsible for identifying and successfully acquiring REXOR SA of France (Nov 03). This was the first takeover of a French company by an Indian company. Presently responsible for the management of REXOR – European leader in PVDC and speciality coating including securitizations, strong in Metallizing.
- Responsible for future expansion in the present product range and future diversifications mainly setting up an Aluminium foil project and acquiring converting companies in Europe and USA.

- Handling all legal activities connected with anti dumping and anti subsidy duties with European commission and Department of Commerce USA. Responsibilities include appointment of international lawyers and strategic decisions to ensure nil anti dumping duties and minimize anti subsidy duties. Only Indian-producer of Polyester film to have nil Anti dumping duty in Europe.
- Responsible for the entire business plan and adherence to the plan to ensure market share in the global market and also in the domestic market. Have achieved a system of cash and carry both in the domestic and international market under fiercely competitive conditions.
- Directly responsible for application development and have many products enjoying global leadership in polyester films. Have been responsible in identifying new opportunities in BOPP films which have more than doubled BOPP usage in India.
- Laid special emphasis on value added products in both Polyester and BOPP films to emerge as **“one of the most profitable Polyester / BOPP film producer in the world and the most profitable in India”**.
- Have been responsible for the success of the recent public issue and Private Placement of approx 10% of the company’s Equity with the German Investor DEG. Also handling the queries of all major F-II and F-I investors.
- Handle the strategic relationships with all key accounts. Also maintain a good working relationship with all major competitors globally and in India.

FLEX INDUSTRIES LTD. (January 1996 – November 1996, as Vice President (Marketing))

- Responsible for Export and Domestic marketing of Polyester film.

COSMO FILMS LTD. (March 1991 to January 1996), as Vice President (Marketing)

- Responsible for the domestic and international market development of BOPP films in close coordination with the plant.
- Main emphasis was on product / application development of BOPP was in the introductory phase in India at that time.
- Our success in the effort led to Cosmo achieving the highest per kg price realization in Domestic and Export market in BOPP industry.

INDIA FOILS LTD. (August 1981 to March 1991), as Head of Export Department

- Responsible for setting up of the Export Marketing and continuously increased the marketing reach of Aluminium-foil to major consuming countries in all parts of the world. Became the largest exporter of Aluminium Foil from India. End customers included Telecom, Pharmaceutical and Electronics.

SHRIRAM GROUP OF INDUSTRIES (June 1974 to August 1981)

- Joined as Management Trainee and grew to the position of Assistant Manager Exports.