

Mr. Bijit Sidhartha

Head, Sales – Nagpur Region

ITC - Nagpur

Mr. Bijit conveyed a talk to the MBA batch of 2021 regarding the real-life challenges faced by the sales team of a company, specially a FMCG company. He reflected on how ITC, a 120 years old company, started diversifying from tobacco to cookies to flour to premium chocolates. How this diversification brought different challenges to the sales team and how should a sales manager think and act to overcome such challenges. He presented different scenarios of challenges in sales which made the talk interactive. His talk was attended in huge numbers from different specializations.



Date: 15th February 2020

Venue: Seminar Hall, SIBM-Nagpur