

2	Management Development Institute	Associate Professor	02/1/2007 - 10/9/2015	Teaching , Training & Research in Marketing
3.	Xavier Institute of Management, Bhubaneswar	Associate Professor	1/7/2006 - 30/12/2006	Teaching , Training & Research in Marketing
4.	Xavier Institute of Management, Bhubaneswar	Assistant Professor	14/5/2001 - 30/6/2006	Teaching , Training & Research in Marketing
5.	Godrej G.E. Appliances	Sr. Branch Manager	1/11/1999 - 9/5/2001	Branch Sales and Administration
6.	Godrej G.E. Appliances	Sr. Manager Marketing	19/4/1999 - 31/10/1999	Managing brand, market research and advertising
7.	ICI India Limited (Paints Business)	Product Manager	6/3/1997 - 16/4/1999	Managing new product launches and gross margin targets
8.	Aristocrat Marketing Limited	Assistant Manager - Marketing	1/4/1996 - 27/2/1997	New Product introduction, Institutional sales
9.	Aristocrat Marketing Limited	Area Sales Manager	1/6/1993 - 31/3/1996	Branch Sales and Administration
10.	Aristocrat Marketing Limited	Management Trainee	1/6/1992 - 31/5/1993	Branch Sales and Administration

11. Whether SC/ST/OBC/Minorities/Women: **N.A.**
(if yes, indicate the relevant category)

12. Area of Specialization (Finance, Law, Management, Sales, Marketing, Administration, Research, Corporate Governance, Technical Operations or any other): **Managing Sales and Marketing, Branch Administration, Teaching & Training**

13. Indicate how you fulfill the laid down criteria (Refer Annex)
A (iii) ...Professor having more than 10 years teaching or research experience in the relevant domain e.g. management, marketing.

14. (a) Have any legal proceedings initiated or are pending against you: **No**
(b) If Yes, please furnish the details **N.A.**

15. (a) Have you been or are designated partner in limited liability partnerships (LLP):

No

(b) If yes, please furnish the following details: N.A.

Name of LLP	Nature of industry	Duration (with dates)
1.		
2.		
3.		

16. Directorship held/presently being in companies (both CPSEs and Private)

Name of company	Nature of industry	Nature of directorship	Duration (with dates)
1.			
2.			
3.			

Jaydeep Mukherjee

(Signature)

Name: JAYDEEP MUKHERJEE

Date: 27 Feb 2019

Note 1: In case, you are not having Director Identification Number (DIN), you should immediately get the same in line with provisions of Sections 152 to 159 of the Companies Act, 2013 and furnish the updated bio-data to DPE.

Note 2 : In case there is any change in the above position, the revised and updated bio-data may be furnished to DPE within 15 days of such change.

Criteria for selection/appointment of non-official Directors on the Boards of CPSEs as laid down by the Government

(A) Criteria of Experience

- (i) Retired Government officials with a minimum of 10 years experience at Joint Secretary level or above.
- (ii) Persons who have retired as CMD/CEOs of CPSEs and Functional Directors of the Schedule 'A' CPSEs. The ex-Chief Executives and ex-Functional Directors of the CPSEs will not be considered for appointment as non-official Director on the Board of the CPSE from which they retire. Serving Chief Executives/Directors of CPSEs will not be eligible to be considered for appointment as non-official Directors on the Boards of any CPSEs.
- (iii) Academicians/Directors of Institutes/Heads of Department and Professors having more than 10 years teaching or research experience in the relevant domain e.g. management, finance, marketing, technology, human resources, or law.
- (iv) Professionals of repute having more than 15 years of relevant domain experience in fields relevant to the company's area of operation.
- (v) Former CEOs of private companies if the company is (a) listed on the Stock Exchanges or (b) unlisted but profit making and having an annual turnover of at least Rs.250 crore.
- (vi) Persons of eminence with proven track record from Industry, Business or Agriculture or Management.
- (vii) Serving CEOs and Directors of private companies listed on the Stock Exchanges may also be considered for appointment as part-time non-official Directors on the Boards of CPSEs in exceptional circumstances.

(B) Criteria of Educational Qualification

Minimum graduate degree from a recognized university.

(C) Criteria of Age

The age band should be between 45-65 years (minimum/maximum limit)

This could, however, be relaxed for eminent professionals, for reasons to be recorded, being limited to 70 years.

(D) Reappointment

The non-official Directors, will not be re-appointed in the same CPSE after completing a maximum of two tenures, each tenure being for a period of three years.

(E) Appointment in number of CPSEs at the same time

One person will not be appointed as non-official Director on the Boards of more than three CPSEs at the same time.

(F) Directorship in private companies

A person being considered for appointment as non-official Director on the Board of CPSEs should not hold directorship in more than 10 private companies.