

SENIOR TO TOP MANAGEMENT POSITIONS:

~ Business Development & Expansion ~ Operations Management ~

~ Retail Operations ~ Modern Trade ~ General Trade ~ Business Development ~ Ecommerce Operations ~

Keen Planner & Visionary offering 20+ years of rich experience in achieving results in a competitive market environment and delivering top-line & bottom-line impact while working with reputed brands in High-End Retail, Lifestyle, Home Appliances & Garment industries

PROFILE SUMMARY

- Track record of conceptualizing & implementing innovative, ROI driven, competitive strategies to remain on the cutting-edge, drives business growth by extending brands/ products to newer categories/ regions, establishing Strategic Partnerships, Modern Trade, E-Commerce Channels, Shop-in-Shop/ Multi-Brand Outlets (MBO) and Large Format Stores (LFS) PAN India for business development
- Presently associated with **Oban Fashions (Rupa & Co.)** as **GM – Modern Retail**; directing day-to-day operations, building & sustaining noteworthy relationship for future goodwill and delivering consistent performance. **Instrumental in developing a long-term value based modern trade leadership strategy for maximizing profitability across the current and future brand and channel partners**
- Distinction of having started career from **footwear company**, moved to sales in footwear machine, apparels, consumer durables, to home and finally innerwear
- Proficient in leading new set-ups/ ventures, implementing SOPs, customer relationship & franchisee management, finalizing strategic partners, conducting market analysis, and launching of new products in a timely manner to give a cutting edge to the organization. An innovative leader with entrepreneurial initiative and vision, who drives revenues; managed rapid growth profitably with focus on expanding business operations
- **Sustained key relationships profitably**; worked in close coordination with channel partners/retailers & distributors for deeper market penetration & reach; ensured channel partners ROI & effectively monitored their performance for adherence to brand guidelines. Proven track record of opening highly successful New Ventures/ from site selection, feasibility study, project execution, operational set-up to roll-out. Extensive experience in exploring new markets, evaluating & standardizing retail operations / new roll out, merchandising, establishing and restructuring business activities

AREAS OF IMPACT

- Profit Center Operations (P&L)
- Strategic Business Development
~ Retail Chain Revenue Acquisition
~ Customer Positioning
~ Global Revenue Growth
~ Solution Design and Consulting

- Modern Trade & General Trade
- Sales, Marketing Strategy & Leadership
- New Set-Ups / Turnaround Initiatives
~ Sales/ Account Strategy
~ Integrated Account Planning

~ Modern Trade Sales Strategy
~ Budgeting/ Resource Planning
~ Large Format Retail (LFR)
~ Revenue to Cost Ratio
~ Client Engagement



LEADERSHIP EXPERIENCE

Since Aug'16: Oban Fashions (100% Subsidiary of Rupa & Co.), Mumbai as GM – Modern Retail

Highlights:

- Spearheading complete business operations with key focus in achievement of revenue targets & profitability (P&L); benchmarked growth with 4X growth
- Merit of being hired for Oban & promoted to lead the groups business for RUPA
- Recorded key achievements as:
 - Re-launch of FCUK in Large Format Stores and E-Commerce Portals with revised business commercials
 - Launch of Fruit of the Loom in Large Formats & E-Commerce; introduced Retail Identity of FCUK's Furniture's & Fixtures
 - Facilitated Functional & Soft Skills trainings for over 150 employees for enhanced productivity & capability building
- Conceptualized & executed short-term and long-term strategies/ business plans for ramping-up sales; launched home grown Brands as Rupa John, Rupa Frontline, Euro, Bumchum and Femora in Cash & Carry, Hyper and Value formats & E-Commerce Platforms
- Registered a significant growth from 12 cr to 40 cr in 2 years span excluding EBO's; led the overall portfolio of over 60 cr.
- Handled the complete Project Management of the stores entailing:

- Ascertaining the commercial feasibility of stores, starting the store as per brand and corporate guidelines and periodically reviewing financial viability and operations of each EBO
- Establishing systems and processes for success of retail model, ensuring proper brand salience and brand communication in each store; attaining store targets and store roll out plans without hampering the operations
- Demonstrated excellence in evaluating goals and objectives for the channel & investigating different business models that can be applied to new channels

Aug'14 – Jul'16: Bombay Dyeing, Mumbai as Head – Modern Trade

Highlights:

- Administered **brand expansion as per core intrinsic SWOT analysis of the in-house brands**, increasing doors and product mix availability
- Hired and **promoted in-house talent, leveraged teamwork** and promoted diversity, placing priority on people development; facilitated extensive product, sales and soft skills training to front line sales personnel for building organizational culture of performance
- Led and managed brand expansion and **sales revenue growth of key accounts and modern trade division from 44 crores to 100 crores**
- Strategized with organization think-tanks in forecasting future sales trends to ensure sustenance of market penetration
- Optimized sales productivity by working closely with category managers as per existing product portfolios; retained and brainstormed with external creative agencies to **execute new age visual merchandising strategy for in-store branding** and other BTL activations

Jun'12 – Aug'14: Numero Uno Clothing, Delhi as Head – General Trade, Modern Trade and E-Commerce

Highlights:

- Successfully **built the Business Competence/Functional Expertise**: understood sources of company's competitive advantage and front-ended by collaborating internal & external efforts within the division to build the same
- Stellar role in **launching the E-Commerce Business** which led to **significant increase in revenue from 7 Cr to 40 Cr.**
- Established & **enhanced brand presence from 120 to 450 Multi-Brand Outlets (MBO) and Large Format Stores (LFS) PAN India**
- Proactively converted broad strategic opportunities and solutions into action plans based on consumer profiling and their buying behaviour analysis for large format / distribution models; successfully:
 - Identified **online retail as the way forward** & business opportunity; conceptualized & **launched the targeted range of Numero Uno Eco on various portals like Myntra.com, Flipkart.com, Jabong.com**
 - Streamlined processes; **thereby reducing stock returns to 18% and increasing full price sales by 20%**
 - Expanded space at large retailers & key accounts with international planogramming visual merchandising for building range visibility

Sep'11 – Jun'12: IFB Industries, Goa as Head – Retail and Kitchen Appliances

Highlights:

- Established the **Retail Identify for IFB Points**; facilitated post catchment analysis & **successfully rolled-out 15 exclusive IFB Points** on company and franchise owned model with key focus on ROI
- Led market mapping to plan product range for Kitchen Appliances as Hobs, Built in Ovens and Chimneys with trade marketing activities

May'04 – Sep'11: Raymond Apparel, Mumbai as Brand Head - Manzoni and Group Head – Key Accounts

Highlights:

- Formulated breakthrough strategies, established aggressive performance goals and **worked towards the vision to launch India's first bridge to Luxury brand: Manzoni**; generated INR 25 Crs. as revenue pipeline within 3 years
- Built the Retail Identity; **opened 5 Exclusive Brand Outlets and 15 Shop-In-Shops**; created a unique customer experience for Manzoni Exclusive Stores; expanded penetration of brands like Park Avenue, Parx, Raymond Premium and **accessories at large stores, (LFS) Lifestyle, Shopper's Stop, Central, thereby doubling revenue to INR 40 Crs.**
- Drove ATL/BTL marketing activities - **FHM Manzoni Style Icon Awards, Cheese and Wine Events with media coverage** in lifestyle
- Hired/promoted best people & upgraded them with diverse skills, styles & perspectives to achieve Manzoni standards; effectively:
 - **Drove continuous reinforcement on value orientation of brand Manzoni, Product and Process Trainings** for service excellence
 - *Delegated tasks to appropriate levels for maximum productivity; rewarded individual initiative, commitment and ownership for tasks*
 - *Provided employees with clear and actionable feedback on an on-going basis; led process improvements for enhanced efficiency*

PREVIOUS EXPERIENCE

Jun'00 – May'04.: GIVO, Delhi as National Sales Manager

Jan'96 – Jun'00: Torielli Rag, PIETRO & CSPA (Italian Firm), Delhi as Assistant Manager

Jun'92 – Dec'95: Phoenix Shoes, Delhi as Merchandiser

ACADEMICS & CREDENTIALS

PG Diploma in Management (International Trade & Business Mgmt.) from Bharatiya Vidya Bhawan, Delhi in 1997
Bachelor's Degree in Commerce from Delhi University in 1992