

PROFESSIONAL EXPERIENCE – 12+ years		
Play Games 24x7	DIRECTOR - MARKETING	Jul'22 onwards
Business Head – PokerCircle & Wowzy		Bangalore
Roles & Responsibilities	<ul style="list-style-type: none"> Manage the P&L of PokerCircle and Wowzy with ARR of 250+ Crores, lead a high performance team of 30 people Responsible for User Growth - Acquisition, Retention and Reactivation for both Poker and Ludo businesses Manage annual marketing budget of 200+ Crores across performance and brand campaigns for both businesses Manage all Channels (SEO, Referrals, Organic, Google, Meta, DSPs, Prog., CTV, Partners, Influencers & Affiliates) Manage Product Marketing leveraging Marketing Automation tools to improve Customer Lifetime Value-CLTV Plan and execute the business strategy for both businesses to scale them within the unit economic guardrails Responsible for hiring, grooming and nurturing the marketing and analytics teams for both the businesses Responsible for building a culture of innovation that leads to insights and ideas coming from across the team Optimise User funnel, CLTV and Cost, leveraging data analytics, Customer Lifecycle Marketing-CLM and Product Planning and prioritisation of the product feature pipeline for both the apps with the business goals in mind Responsible for optimising the user journey through experimentation to exceed the benchmark target metrics Responsible for carving the strategy for Free-to-Play Ludo game with both IAA and IAP monetisation models Utilise MMP, CRM, Analytics and Data query tools to understand and shape user behaviour, improve funnel Responsible for mapping the competitive landscape and gather intelligence for better strategic decision making Responsible for liaising with relevant stakeholders across Finance, Legal, Tech, Product, Brand, HR and CXOs 	
Achievements	<ul style="list-style-type: none"> Launched Wowzy business with strict unit economic guardrails and grew it to over 13M+ installs in 7 months Exceeded Q1'25 revenue expectations by 2X at 1/5th plan CAC (300% quarterly target achievement vs plan) The growth of Wowzy was so unprecedented that we had to upward revise the aggressive annual projection The Poker business grew to an ARR of 70+ Crores in 18 months from launch, doubled to 140+ Crores last year Developed and implemented a strategic framework for cross-category business growth, monetising 6L+ players Beat the industry benchmark for Poker Retention in 6 months from launch at lower than plan retention cost% Beat the ludo NUJ retention target in 3 months from launch and subsequently reduced cost to 50% of plan Demonstrated strategic thinking by optimising Poker Revenue/Deposit ratio-R/D from 50% to 65% in 2 months Optimised the blended CAC for Poker standalone business by 50%+ in 3 months, reducing Break-Even Period 	

MEESHO	HEAD - USER GROWTH	May'21-Jul'22
Head – User Growth and Acquisition for Meesho Superstore		Bangalore
Roles & Responsibilities	<ul style="list-style-type: none"> Responsible for building the Acquisition Team and managing User growth and Revenue for Meesho Superstore <ul style="list-style-type: none"> Create the team structure for the sales organisation, hired City Heads and Team Leads, grew the sales team Lead a dynamic, diverse and hardworking team of 300+ across multiple cities in Karnataka to lead expansion Developed strategic partnerships to hire, train, enable and manage the operations on-ground at scale Built a high performance team culture through mentoring and innovation for best market positioning Built an agile performance management system that periodically churned poor performers from the team Responsible for planning and executing the GTM strategy for Meesho Superstore across geographies <ul style="list-style-type: none"> Developed a market where none existed engaging retailers and their customers in long-term partnerships Identified target markets, executed WhatsApp marketing strategy through resellers to acquire customers Managed sales pipeline and revenue forecasts using CRM tools like Leadsquared (similar to Salesforce) Responsible for sales activity and revenue forecasts and successfully hit quarterly revenue expectations Stakeholder management - Coordinate and liaise with stakeholders across Category, Sourcing, TA, HR, Supply Chain, Logistics and Tech/Product to ensure smooth operations in a fast-paced growth environment Responsible for maintaining the RTO from newly acquired champions lower than the 5% benchmark Responsible for enabling revenue generation in ad products within the platform and biddable experience 	
Achievements	<ul style="list-style-type: none"> Expanded from 5 small cities to ~40 cities across Karnataka in a span of 7 months (Jul'21-Jan'22) The field team size for Karnataka grew by 10X in this period which helped us onboard 72% of the target retailer base of the launched cities in Karnataka and convert 63% of these retailers into Meesho Champions 65% of all acquired retailers ordered last month and on an average 30% of acquired retailers order in a week The market expansion and rapid buyer growth helped us penetrate to 5.4% of the population of the target markets which translates to roughly 20% household penetration in launched cities of Karnataka region Our daily orders have grown by 20X in this period which is about 5% of households ordering every week 	

UDAAN	DEMAND HEAD	Dec'19-Apr'21
Demand Head – General Merchandise Business		Bangalore
Roles & Responsibilities	<ul style="list-style-type: none"> Owned the demand generation for the 200+ Crores General Merchandise category business of Udaan in India Manage the buyer growth roadmap along with wallet share growth through range/cross-selling and ad sales Lead and develop a dynamic, diverse and hardworking team of 180 people across the region including 20 Regional Leads and a team of 7 direct reports - Cluster Market Managers (MBAs from premier institutes) Responsible for managing the budget for user acquisition and buyer growth by optimizing the spend through various modes like Key Value Indicators-KVI pricing, reward coins for dormant buyers, hard verification of KYC Anchored the geo-based pricing construct in conjunction with local supplier onboarding to maximize the revenue by squeezing consumer surplus while staying aggressively competitive on the KVIs for that market Engage the clients partners(retailers) with long-term consultative solutions for predictable revenue forecasts Responsible for scouting and sharing leads with supply team for onboarding local suppliers to reduce supply chain cost and give better pricing to retailers in the state/region through the geo-pricing construct Responsible for controlling and reducing RTO cost to the business by putting structural solves in place Engaging with stakeholders across Category Supply, Finance, Central Demand, Credit, Merchandising & Trade Marketing, Supply Chain, Logistics, HR, Tech, Returns etc. for coordination on common objectives 	
Achievements	<ul style="list-style-type: none"> Successfully merged the metals and non-metals team of West in Jan'20, resulting in 30% cost efficiency and 20% growth in the combined business in Feb'20 itself. This pilot was planned to be expanded across the business and today we only have GM FOSs across the country, resulting in 60% increase in FOS productivity User acquisition and retention programs started in Oct'21 in 5 of my clusters. We grew our buyer base by 7% in test markets whereas in control markets the same number dipped by 5% that month. This program was then scaled up across the country and since then buyer base has grown by 20% despite pin code/hub closures In July-Aug'20 when offline supply chains started opening up our RTO% spiked drastically to upwards of 20% which was unprecedented, we put systemic solves to free up team's bandwidth, brought down RTO to 6% Have established our private brands and branded exclusive products in my territory, Metal private brands today makes for about 60% of metals GMV whereas exclusive selection in non-metals is 10% of branded 	

ITC Limited	CATEGORY MANAGER	Nov'18-Dec'19
Category Development Manager - Biscuits		Kolkata
Roles & Responsibilities	<ul style="list-style-type: none"> Pan India profile encompassing elements of strategy and planning to drive Rs 3000 Cr+ ITC biscuits portfolio Crafting strategic business growth plans across regions by studying key category insights from multiple data sources – market intelligence, Nielsen, consumer research, household panel data and brand health metrics Business planning and reviews balancing portfolio imperatives by driving optimal mix, designing incentives for sales teams, monitoring sales and productivity and utilising strategic/tactical interventions like merchandising Strengthening portfolio by planning new launches, test market pilots, launch scheduling, monitoring and evaluating potential for scale up and rapid extension to relevant geographies post proof of concept High levels of engagement with stakeholders across Sales, Marketing, Supply Chain, Finance & Brand teams Managing annual trade spends of Rs 300 Crores+ through planning and deployment of tactical trade/consumer inputs to grow sales, improve distribution and achieve planned business objectives Sales forecasting, stock planning, monitoring freshness to get desired consumer experience & reduce damage Working with the Foods business division on communication, execution and monitoring of brand plans 	
Achievements	<ul style="list-style-type: none"> Detailed analysis and study of market landscape (market & SKU combinations) indicated an opportunity for deploying consumer promos more effectively, this led to 40% growth in the identified business Bounce Cake was a critical extension to the portfolio. Involved in conceptualizing the test pilot in AP and Orissa, to pan-India expansion. Achieved turnover of Rs 5Cr+ (5% MS) in the 1st month of scale-up Formulated Project Dark, a concerted 360-degree plan to drive distribution & depth of Dark Fantasy Choco Fills (a ten-year-old product) which took the sub-category from 40 Crores to 55 Crores in 6 months, becoming the leader in the premium creams segment with 9.2% Market Share Created strategic local market expansion plans for geographies with Integrated manufacturing and storage facilities to increase demand closer to the source, these plans resulted in over 15% growth in these markets 	

ITC Limited	SALES AND MARKETING MANAGER	Apr'16-Oct'18
Assistant Branch Manager- Foods & Beverages		Mumbai
Roles & Responsibilities	<ul style="list-style-type: none"> Managed the trade marketing and distribution of ITC Ltd. Foods division for Greater Mumbai Responsible for managing an annual turnover of Rs 360 Crore+ and distribution budget of Rs 20 Crore+ Direct reporting of 30 employees including 5 ASMs, 20 Area Executives and 5 Sales Officers Business spread across 40+ channel partners and 45000+ outlets including GT, KA, E-com and Institutions High level of engagement with stakeholders across Supply chain, Finance, Marketing, HR and Brand Team Responsible for sales & distribution – partner acquisition, market & outlet coverage, dealer representation & profitability, sales forecast, stock management, managing new launches and loyalty program for key outlets 	
Achievements	<ul style="list-style-type: none"> Winner of B Natural Sigma FY '19 with 100% volume growth. Won Confectionery Premier League Jul-Aug'18 Managed the Dark Store Pilot, ITC's first attempt to deliver stocks directly to outlets from ITC warehouse Turned around the foods business from -6% de-growth in Q1'16 to clocking growth of 8% in FY'17 & FY'18 Fastest growing branch for Confectionery and Gums, fastest growing branch for Biscuits in West Devised processes to reduce damage stock instances by 0.5% a year translating to cost saving of Rs 1.8Cr 	
ITC Limited	SALES AND MARKETING MANAGER	Mar'14-Mar'16
Assistant Branch Manager- Foods & Beverages		Assam & North East
KRAs	<ul style="list-style-type: none"> Managed the trade marketing and distribution of ITC Ltd. Food division for Assam & North East Annual turnover of Rs 300 Crore+, direct reporting of 24 employees - 3 ASMs and 21 Area Executives 	
Achievements	<ul style="list-style-type: none"> Fastest growing branch - 32% growth in FY'16. Rev jump from 16.4 Crs/month to 28 Crs/month in 2yrs In MS(val) BNatural overtook Tropicana in Aug '15, peaking at 29% in Nov'15 with Wtd. Dist. of 67%, Mom's Magic sales crossed 350 MT in Mar'15 grabbing 12.2% of cookies MS(val) in 7 months Bounce MS(val) touched 83% in Assam and 67% in North East in Mid-Price Creams segment Bingo overtook Frito Lays in Bridges MS(val) in FY'14, by Mar'16 we were at 54% MS(val), Lays at 33% 	
ITC Limited	MANAGEMENT TRAINEE	Jun'13-Apr'14
Assistant Under Training- Area Manager Stint		Saharanpur Branch
Achievements	<ul style="list-style-type: none"> Managed Bulandshahr territory independently for 6 months, double hatting as AE and AM The territory grew by 28% in sales value and 43% in productivity (TLC) between Dec'13 and Mar'14 Enhanced rural coverage grew the channel by 33%, reduced D&D from 1.3% to 0.99% through stock rotation 	
PepsiCo	SALES AND MARKETING INTERN	Apr'12-Jun'12
Sales and Marketing Intern, Project – Distributor Management		Bangalore
Project Details	<ul style="list-style-type: none"> Offered a PPI for the successful completion of the summers project in due time Worked towards increasing distribution efficiency and arresting attrition of Frito Lays distributors in Metros Recommendations were implemented through modifications to the distributor incentive program called COE 	

ACADEMIC PROFILE		
MBA	Indian Institute of Management- Kozhikode - (2011-13)	3.23/4.33
B.E (Hons.) Mech.	Jadavpur University - (2007-11)	8.66/10
Class XII	Holy Child School, Jalpaiguri (ICSE Board) - (2006-07)	96.8%
Class X	Holy Child School, Jalpaiguri (ICSE Board) - (2004-05)	93.6%
LEADERSHIP POSITIONS		
IIM-KOZHIKODE	Elected Member, Placements Committee	2011-12
JADAVPUR UNIVERSITY	Placements Coordinator, Mechanical Engineering Department, Jadavpur University	2010-11
AWARDS & ACHIEVEMENTS		
ACADEMIC	<ul style="list-style-type: none"> Graduated with hons. in the top 10% of Mechanical Engr. Dept., Jadavpur University AIR 242 in West Bengal Joint Entrance Examination (99.78 %tile) among 1,10,000 applicants 	2007-11 2007-08
OTHERS	Secured 2nd position , group dance competition, Footloose 2012 , dance extravaganza, IIMK	2012-13