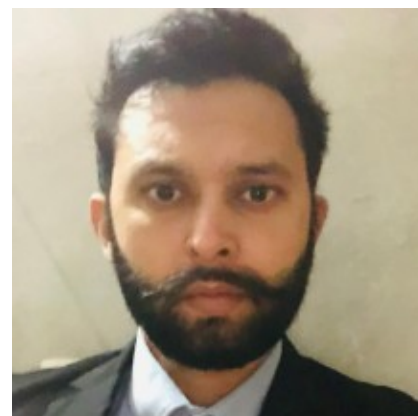




Raman Duggal

Category Manager



Professional Summary

Highly-driven Senior Category Manager with 7+ years' experience in Ecommerce, FMCG, Retail and Fintech sector with category management & sales roles. Skilled in negotiation, supplier relationship management, and developing optimal category strategy. Strong attention to detail, exceptional organizational skills, and data-driven decision making. Passionate about contributing to wider team performance and culture.



Work History

2022-06 -
Current

Category Manager-Hardware & Tools

www.ibo.com - A modern Retail Store Chain, Bangalore

- Achieved revenue **growth of 31%** in both Hardware & **27%** Tools category
- Achieved ROCE+ by pumping Profit % from **8%to 14.6%**
- Improved inventory turnover by changing and deleting dead inventory and brought down the assortment from **1300 to 760**.
- Competitive analysis, fixing Pricing strategy, doing benchmarking and market research to stay ahead of market
- Made Hardware category as 3rd largest category at IBO from 6 level

2020-03 -
2022-12

Founder & CEO

Hey Organic, Chandigarh

- Was running an offline organic farm.

2018-08 -
2020-02

City Sale Manager-Chandigarh(Tricity)

Oxyo Financial Services Pvt Ltd, Chandigarh

- Established a new territory where given a revenue growth from **15lakhs to 4.7Cr** within 2years. That **30X** growth.
- Achieved best employee award for year of 2018-2019
- Worked with SMEs from different segment including Auto, Chemical (POLYMERS) and pharma, IT and Electrical
- Responsible for the entire sales process from the original cold call, presentation, pricing, contracting, product delivery, and follow-up actions
- Making the road map to tackle the new region
- Sales Forecasting, Strategic execution, maintaining P&L and customer receivables
- Interview, hire, and train new employees and also plan and direct staffing, training, and performance evaluations to



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Skills

Team Management



Interpersonal Skills



Microsoft Office



Problem Solving Skills



Negotiation



Business Acumen



develop and control sales and service programs.

2017-10 -
2018-07

Asst Category Manager-Electrical

Mogli Labs India Pvt Ltd, New Delhi

- Handled the sourcing of Electrical, IT and Safety category
- Pushed the assortment from **600SKUs to 1870 SKUs** by adding private label & new brands.
- Achieved at quarterly **1.7X** revenue target of **85 lakh** against of 50lakh.
- Bottomline improved **by 2.7%**.
- Product cataloging ,Data Analysis & online benchmarking
- Running relevant promotional campaign to generate **+ROI on marketing**.
- Demand and Trend forecasting. Monitor and maintain inventory levels
- In depth data analysis to valuate customer behavior and need
- Relationship Management with vendors. On boarding new and relevant brands
- Market visit/field visit regularly. Manage a team of 4.

2015-02 -
2017-09

Category Manager-Safety/Footwear/Electrical/Tools

Industrykart.com- A B2B Ecommerce Company, Noida

- To manage and successfully drive an SBU consisting of multiple product categories over an e-commerce driven channel, while achieving targets against the KPIs as per the system
- Increased the Vendor from **21 to 170** and have also decrease in COCA by 23%.Employee retention got increased by 35%.Managed entire B2B sales of 16 people
- Handled 4 category safety , footwear, electrical and Tools generating **45% of Total org GMV**.
- Enhanced **ASP from 1700 to 2640** within 1year by optimizing the assortments nd brand selections



Education

2009-06 -
2013-07

Bachelor of Science: B.Tech(ECE)

Punjab Technical Univsersity - Punjab,India

2013-08 -
2015-07

MBA: Sales And Finance

Kalinga University - Raipur, India

2019-01 -
2020-01

General Management Program

IIM-Calcutta - Calcutta,India

2018-04 -
2018-09

Certificate -Supply Chain Management

S.P. Jain Institute of Management And Research - Mumbai, India