

# SOURAV KUMAR SINGH

## Category Management & Marketing

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### PROFILE

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Dedicated buying and marketing professional with over 5 years of experience in purchase, vendor relations, people, and inventory management. Highly organized and proactive, with expertise in identifying business opportunities, driving primary and secondary sales, conducting in-depth research on product placement, brand positioning, and relationship building. Exceptional leader skilled at reducing costs and increasing category efficiency. Responsible for product assortment plans and budgeting.

### WORK EXPERIENCE

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**March 2022 – Present**

**Category Manager**

**Saveo Healthtech**

- Successfully introduced a whole new category of FMCG/OTC in organization.
- Analyze market trends and consumer insights to identify growth opportunities and develop category strategies.
- Established the entire ecosystem system from scratch, from finding vendors to aligning various teams across the organization like Tech, Supply, Operation, finance to ensure successful execution of category plans and launch.
- Negotiate with suppliers to obtain favorable terms and conditions, resulting in a cost savings of 15% and increasing the Turn to 3X.
- Starting business from 0 till and building to 3cr in a month
- Making a Margin of 5-6% on average with fill rate of 95%
- Core team member of Supply B2B team
- Introduced well-known brands such as HUL, P&G, Nestle, Colgate, Godrej, Mama-earth, etc increasing the GMV growth of the FMCG/OTC category by 10% MOM.
- Conduct regular business reviews with suppliers to monitor performance and identify improvement opportunities.
- Review & Analyze Market data deciding PLC of product in my organization.
- Maintaining the P&L for my category and delivering the margin
- GMV growth of 10% MOM (Month on Month) for FMCG category

Sep 21-Mar 22

**Zonal Purchase Coordinator**

**Ascent Pharma (Pharm easy)**

- Drove key margin improvement and working capital initiatives at units, achieving an 8%+ margin growth.
- Deployed supplier relationship management process at the unit level, opening 5 new units in Northern India and working closely with operation and cross functional teams to start from scratch.

- Monitored competitive landscape and analyzed upcoming opportunities, resulting in a 3% margin improvement for new units.
- Developed a robust procurement operations and control framework, increasing the monthly end benefit by 1% extra GMBCD.

May 2018 - Sep 20

### **Assistant Category Manager**

#### **Infiniti Retail (Tata Croma)**

- Responsible for determining the stock required for each product group at each stock point in the supply chain and optimizing the movement of inventory to ensure fill rates.
- Worked to make weekly POS (point of sale) offers for business development and capturing market share.
- Promoted and liquidated slow-moving stock and SKUs in marketplace models like TATA CLIQ and Croma.com E commerce platforms.
- Decided on the product life cycle from birth to EOL (End of Life)
- Conducted competition analysis based on price, promotional offers, and inventory.
- Tracked trends and suggested enhancements that would both challenge and refine the company's product offerings.
- Yearly budgeting for my category
- Competitive analysis maintaining POD and POP

## **ACHIEVEMENTS**

- Starting a Category from scratch and building it to 2cr monthly business
- Onboarding big brand like HUL, P&G, Nestle , Dabur , mama earth etc.
- Getting the current assortment rosed by 2X helping in improvising the sales numbers.
- Opened 90 new stores for CROMA, which helped in developing category business from 90 Cr to 130 Cr turnover and achieved the target of making appliances a 600 Cr business in CROMA.
- Started and developed a completely new category (Projectors) and cracked deals with brands like Anker, XGIMI & BENQ that helped in expansion and development of our entertainment business.
- On boarded new brands like Haier, Voltas Beko for TV Business, which helped in category business expansion and market share growth to 40%
- Category growth 80% higher from 18 to 19 and increased turns to 7.5X from 6.5X

## **EDUCATION**

- Master from Balaji institute of International Business in Marketing
- Graduation in Commerce from Kolhan University

## **COMPUTER PROFICIENCY & CERTIFICATIONS**

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- SAP
  - MS-Excel
  - Power Point
  - Microsoft Navision
  - Content Marketing Certification, HubSpot
  - Digital Marketing Certification, Udemy