

DAMODARAN RADHAKRISHNAN

PROFESSIONAL SYNOPSIS

Business Development & Operations Head with Over 29 years of unblemished track record in the Retail Industry with most of the well-known Big Group Retail Corporates.

Extensive and rich background in **Business Development & Retail Operations**; including Strategic Planning, Mall Operations, Retail Sales & Marketing, SOP Implementation, Licenses & Approvals, Technical & Facility Management, Brand Leasing, Club Memberships, Team Management, etc.

Expertise in BOT (Build, Operate and Transfer) in Mall Management / Retail Space in A/B/C class cities.

AREAS OF EXPERTISE

Retail Store Operations, New Store Opening, Business Development Liaisoning and Licenses, Facility Management Fit-outs Coordination, Asset Management & SOP Management

WORK EXPERIENCE

Currently working with **M/s. VENNILA CLOTHING COMPANY(RAMRAJ COTTON)** as **Assistant General Manager – Retail Administration handling 258 stores in pan india level**
Since Nov’ 2022 – till date : Head Quarters reporting to CEO/Retail Head

Team Size: 120+ On Head Quarters (2400+ Showroom manpower)

Key Deliverables:

- Responsible for Retail Administration handling new properties, new projects, repair & maintenance, legal and liaisoning
- Expertise in Commercial Property : Identifying new properties & Project Management Co-ordination with Projects /
- Adept in Landlord Management – Commercial, lessor scope of work and agreed terms finalisation
- Single point of Contact for Liaisoning & Licenses – Government Departments - Coordination for Retail division of ENES Textiles.

PREVIOUS EXPERIENCE

Prime Life Space Expat Infra, Mumbai as General Manager - BD & Operations (PGC)

Team Size: 90+ (20+ On roll & 70+ CPR's)

Duration : Sep’ 2021 – Oct’ 2022

Key Deliverables:

- Responsible for entire Business Development - Sales & Marketing, Membership Drive – Individual / Corporate Sales.
- Expertise in Commercial Mall Property - Brand Leasing & Project Management Co-ordination.
- Adept in Club Project Management - Business Partners tie-ups & JV partnership.
- Single point of Contact for Liaisoning & Licenses – Government Departments - Coordination

SKLS Galaxy Mall Private Limited, Chennai, India as Chief Executive Officer - Team Size: 120+

Duration : Sep 2019 – Apr 2021

Key Deliverables:

- Managed Mall Property and Media Productions located in Chennai city and responsible for delivering the respective Mall / Group Profit & loss as per budget.
- Mall anchor tenant brand leasing like PVR, Max, Trends, KFC Restaurant, Luxuria, brand store fit-outs, agreement finalizations, post Mall launch plan, SOH.
- Handled Liaison for all legal statutory approvals, Projected Mall 1st year Budget for 2019-2020.
- Responsible for the overall operations and maintenance of the property in order to provide customers with a comfortable environment and quality services and retailers with adequate facilities/ support leading to customer satisfaction and enhanced consumption.

Light House Mall Management Private Limited, Bengaluru, India as General Manager – Mall Operations (South) - Team Size: 220+

Duration : Nov 2016 – Aug 2019

Key Deliverables:

- Managed multiple Malls situated - Market Square Mall (Sarjapur Road & Madiwala)/West Gate Mall in Bengaluru, Chitralaya Mall in Visakhapatnam and Launched - MGB Felicity Mall in Nellore & TGV Anantha City Square Mall in Kurnool (Completely new mall project including store fit-outs).
- Responsible for delivering the respective Mall Profit & loss as per given budget. New mall setup in Nellore & Kurnool, right from retail brand leasing, brand store fit-outs, agreement finalizations, Mall

launch plan, Projected Mall's Budget achieved for consecutive years 2017 to 2019 (3 Malls).

- Leasing out around 1.80 lacs square ft. along with Leasing teams' staff, Business development, SOP implementation, Achieved Revenue Target for 2 years, launched new Projects including Store Fit-outs and Six sigma (DMAIC) training programs.
- Launched Customer relations (CRM), Retail Sales analytics, marketing branding/SOH and new Mall brand building marketing.

AHDC – Subbu & Company (Ampa Skywalk Mall), Chennai, India as Deputy General Manager – Operations

- Team Size: 200+

Duration : Nov 2012 – May 2016

Key Deliverables:

- Mall management and daily operations for Ampa Skywalk Mall in Chennai holding superior rated performance having hypermarket, departmental store, 125 Brand stores, food court multiplex with seven screens and hotel operations as DGM in group's property management.
- Manage a business of Rs.45 Crores plus sales p.a., 250 -employees, directing all departments (operations, marketing, space selling, finance, recovery, plant & machinery and customer service); enforce sound mall management and marketing strategies to bring more walk-ins; execute customer relationship programs, promotions and policies; and drive optimal customer satisfaction, associate productivity and P&L results.
- Elevated New Food court model, achieved best in sales (Rs.2.02 crores in Dec' 2012) out of 5 malls in region, setting a new benchmark.
- Launched "Skytalk' 2013, news magazine, monthly. Live Radio programs categorize to Chennai customers who gives increase walk-ins drives best sales, conversion, stores average bill values and resulting customer satisfaction.

Jubilant Retail (Total Malls), Bengaluru, India as Regional Business Manager – Operations & BD Retail -

Team Size: 300+

Duration : Oct 2010 – Nov 2012

Key Deliverables:

- Appointed to oversee start-up and daily operations for new TOTAL seamless format stores in Bengaluru following superior-rated performance as hyper store operations regional manager in group's retail chain.
- Manage a retail business of Rs.50 Crore plus sales p.m., 400-employee, 5 locations; direct all lifestyle format stores; enforce sound merchandising and loss control strategies; execute corporate programs, promotions and policies; associate productivity and P&L results.
- Led start-up and grand opening of new Seamless mall concept as had tied-up with 200+ brands sales display. Exceeded sales and profit goals by up to 17% and 22%, respectively, from last year of opening.
- Elevated Lifestyle format store to best in sales (Oct' 2011) out of 5 locations in region, setting new area Superstore single day sale record of Rs. 86.24 lacs.
- Launched award-winning loss prevention programs that proved so successful in deterring theft that they were adopted company wide.
- Launched City's First Time Mall Shopping till midnight as new concept which helps all IT savvy employees within Bengaluru City to get advantage of shopping in their convenient time, after their shift basis work timing

Vishal Group, Hyderabad, India as Retail Head - Team Size: 150+

Duration : May 2009 – Oct 2010

Key Deliverables:

- Heading all India Operations (170+ SIS/kiosks) with a good sales team, Annual Business Plan, driving sale targets & handling Key accounts in Category management. Managing entire Retail Space, fixing Margins, Marketing, Brand Building, Sourcing, Store Merchandising and Managing SOH, Store Supply Management & Logistics team.
- Propelled a new online business for brand with tie up of Raheja's group i.e.: Shoppers stop and Hyper city stores.
- Developed brand from local player to national player with retailers like future group – Central, BF & Pantaloon stores, Landmark group – Lifestyle & Max Fashion, Raheja group – Shoppers Stop & Hyper city and Jubilant group – Total Superstores. Started Airport Specialized store's in 2 cities.

Landmark Group (Lifestyle International Private Limited), Ahmedabad, India, as Business Manager – Western region - Team Size: 95+

Duration : Sep 2008 – Apr 2009

Key Deliverables:

- Annual Business Planning and heading Business unit, driving sales, Handling entire team of Operations & Category as well as support functions like Visual Merchandising, Marketing, Human Resource, Administration, Store Merchandising and Product analysis, sales analysis.
- Managing SIS partners, SOH, Store SCM & Logistics, Layout planning, space allotments for Brands, monitoring brand businesses & Merchandise, Business analysis for in-house brands.
- Facility & maintenance depart with in-house team and manage complete Shop – in shop concept brands like Span ethnics, pretty woman with promoters staff Model

Future Group (Central mall & Brand Factory Mall), Bengaluru as Assistant Mall Manager – Operations/ Assistant Department Manager -Team Size: 90+

Duration : Jan 2004 – Aug 2008

Key Deliverables:

- ABP Planning and Business driving, Handling entire Mall Operations, analysis for in house brands. Merchandising, Target Planning, Local purchase, achieving sales_target, sales analysis, Cosmetics, Managing SIS partners, In-store promotions, etc.
- Facility & maintenance depart with in-house team and manage complete Shop - in Shops with Complete Vehicle Parking management with team staff.
- Handled around 150+ Ladies staff and delivered highest Mall Sales from Hyderabad Central Team during -2005-2007(two years).
- Business Partnership and Introduced First time brands like Neerus, Pizza hut, Hi Design, PVR Cinemas, Pretty Woman, Clarins Studio, Ohri's Food court, etc.
- Coordination in Layout Planning & Allotments for Brands, brand fixtures & Merchandise, Controlling Purchases in the category, Qualitative & Quantitative analysis for the brands, Sending VMI reports for brands, Replenishment orders for the brands, etc.

Magnum Group (Magnum Wear Private Limited), Chennai as Manager – Retail Operations

Duration : Jun 2001 – Jan 2004

Key Deliverables:

- ABP Planning and Business driving, Merchandising, Target Planning, achieving sales target, sales analysis, Conduct presentations, Booking Orders, Q&Q, analysis report, Buyer's Interaction on daily basis, handling sampling, sourcing, Production, etc.
- Launched U'dare - western wear in Departmental Stores like Lifestyle, Pantaloons, Hi-Design, etc. around 18 stores & 2 EBOs.
- Launched first time in U'dare – the best European collections designs of women's clothing dresses, woollen based range Summer/Autumn/winter seasons' 2003.

Raheja Group (Globus Stores Pvt. Ltd.), Mumbai & Chennai as Department Manager & Zonal Supervisor

Duration: Mar 1999 – May 2001

Key Deliverables:

- Floor Merchandising, achieving sales target, sales analysis, Cosmetics, Managing_SIS partners, In-store promotions, stock replenishments, visual merchandising, staffing, etc.
- MIS reports for store level of Departments & Daily DSR report generating on EOD (EDP).
- Sales Staff Recruitment, Training & Development, Product Knowledge, On-Merchandising, etc.

Pan Clothing Consolidated & Company Limited), Chennai as Manager – Operations

Duration : May 1997 – Mar 1999:

Key Deliverables:

- Store management, Staff management, achieving sales target, Stock Management, carrying out Institutional Sales, Interior floor planning, managing back office, Warehousing, Tally accounting and supplier handling in Chennai & Coimbatore region.
- MIS reports for store level of all Departments & Daily DSR report.
- Exhibition Sales conducted in all south Tamilnadu cities like Salem, Erode, Coimbatore, Madurai, Trichy, etc.

Aeon's Construction Pvt. Ltd., Chennai as Practicing Company Secretary(Full time - internship)

Duration: Dec 1995 – Apr 1997

Key Deliverables:

- Complete Shareholders database management, Share sales, NSE/BSE Brokers coordination,
- ICSI Chapter coordination for all act amendments.
- Shareholders meeting & given Annual Reports / MOA / ROC Detailing for Management and Guest relations of board meeting / ROC Register Submission

ACADEMIC CREDENTIALS & IT SKILLS

Master of Arts (M.A.) – Public Administration, Chennai University (ICE), Chennai, India, 1997.

Bachelor of Arts (B.A.) – English Literature, Chennai University, Chennai, India, 1994.

PERSONAL DOSSIER

Father's Name	Radhakrishnan Natesan
Date of Birth	12/06/1973
Languages Known	Tamil, Telugu, English and Hindi
Passport Number	on Request
Marital Status	Married
Current Location	Tiruppur Tamilnadu, India

Contact No.: +91 9600018557

E-Mail: r_damodaran@hotmail.com

LinkedIn Id: https://in.linkedin.com/in/damodaran-radhakrishnan-98854078?trk=public_profile_samename-profile

AWARDS & RECOGNITIONS

Social Cause Award - The Terry Fox Run (IIT Madras), Chennai, 2015.

Social Service Award - Rotary International Blood Donation, Chennai, 2013.

Star of the Week in Store Sales - Pune Brand Factory-Pantaloon Retail, 2008.

Floor Manager of the Year - (Hyderabad Central), Pantaloon Retail, 2005.

EXTRA CURRICULAR ACTIVITIES

National Cadet Corps B and C Certificate from Naval Senior Wing, year 1993 & 1994.

All India Camps: Ship attachment Camp & Nav-Sainik Camp at Mumbai and Vizag, Year 1993.

NCC Prizes: Boat Pulling (Runner-up) at Nav-Sainik Camp, Visakhapatnam, Year 1993.

I hereby declare that the above furnished information's are true to the best to my knowledge.

DAMODARAN RADHAKRISHNAN

Date: 30th Sep' 2023

Place: Tiruppur, India