



# Raghbir Singh H Chhabra

**Business Manager** - Retail and Wholesale (MBO)

18+ years journey as retail therapist and influencer & imbued triumphs of 80+ new stores, donated profitability to 250 stores, 400 new MBO accounts through gallons of sweat of my team of 200 professionals to the retail zone in West India.

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Location: - Ahmedabad

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## WORK EXPERIENCE

Career Timeline			
Role	Period	Company	Region Handled
Sales Manager	Dec'20 onwards	Stacktrail cash & Carry (Udaan)	Gujarat
Sales Manager	Dec'18 - Nov'20	Arvind Fashions Ltd	West
Sales Manager	Apr'16 - Nov'18	Aditya Birla Fashion & Retail Ltd	Gujarat, Vidharbha, MP & CG
Sales Manager	Jul'12 - Jan'16	Puma Sports India Pvt Ltd	Gujarat , MP & CG
Area Business Manager	Mar'08 - Jun'12	Titan Company Ltd	Gujarat
Territory Sales Manager	Jul'05 - Feb'08	Levi Strauss & Co	Gujarat
Sales Officer	Jun'01 - Jun'05	Shree Textiles	Gujarat
Sales In Charge	Jun'98 - Apr'01	Ravi Art Distribution Pvt Ltd	Gujarat



## LANGUAGES

English

*Native or Bilingual Proficiency*

Hindi

*Native or Bilingual Proficiency*

Gujarati

*Native or Bilingual Proficiency*

Punjabi

*Native or Bilingual Proficiency*



## EDUCATION

**B.com: 1998**

Gujarat University -  
Ahmedabad, Gujarat, India

**Computer Literacy**

Good knowledge of MS Office, Internet, and Email. Can easily adapt to company specific business software tools



## CORE COMPETENCIES

- Business Development & Market Strategy Execution
- Plan Formulation & Results-Generating Execution
- Change Management & Resource Allocation
- Key Accounts & Retail Management
- Channel Management & Client Relations
- Business Trend Identification & Forecasting
- Contract Negotiations
- Fiscal Accountability & Goal Achievement



## CURRENT ROLE

*Currently associated with udaan.com as Area Manager and strategized for business P&L, unlocking scale, user acquisition/ retention/ wallet share, cost to serve & working capital optimization for Lifestyle division.*

Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.

Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.

Monitored Footwear markets to map marketing initiatives and maximized customer outreach by enhancing overall brand deployment strategy in UES (Udaan Elevated stores)/ SIS (Shop in Shop MBO stores).

Expanded product distribution by adding more than 2 new distribution points in region (Chain stores Parmar Boot House & Warehouse, SIS model/ UES model)



## ACHIEVEMENTS

- \* Brand Parx contributed 5% to assigned territory and took up to 45% at Shree Textiles
- \* Levi's 10 lac per month (PM) distribution business grew to 1 crore per month (PM), and from 6 operational EBOs to 19 operational EBOs during my tenure there
- \* Titan Eye+ formed a new department and I joined it. Opened 22 stores and won many awards for best store operations
- \* Handled wholesale & retail business (FOFO) at Puma Sports with a 25% CAGR
- \* Managed wholesale & retail business (FOFO) at Aditya Birla with a 40% CAGR
- \* Managed wholesale & retail business (FOFO) at Arvind Fashion with a 10% CAGR
- \* Last mile as market development manager at Udaan, achieved 90% market penetration and target month on month



## PERSONAL DETAILS

**Permanent address:** 18 Shridhar Appt, Jawahar Chowk, Maningar, Ahmedabad, Gujarat-380008.

**DOB:** 4th April 1978