

# VEERESHAM POKALA

ZONAL HEAD | 13+ years expertise in Warehouse, E-commerce, Logistics and Retail Operations

Handled 1Lakh Sq’ft Warehouse, 60 crore worth inventory, 800+ staff, 23 Dark stores

Food & Non-food | Mobiles & Small appliances | F&V| Apparel | Luxury products | Beauty & Cosmetics

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## PROFILE SUMMARY:

Results driven dynamic manager with over 13 years’ experience in Warehouse, E-commerce and Retail, I’ve adeptly managed 1Lakh SFT warehouse, 60 crore worth inventory and led a team of 800+ employees across 23 sites. I take pride in promoting two employees to Area Manager and three to Store Manager, contributing to their professional growth. A key player in Flipkart’s new Dark-store openings in Chennai and Hyderabad, I’ve consistently delivered impressive results, elevating customer satisfaction scores by 12%. I’ve maintained tight control on shrinkage, keeping it below 1%, showcasing my commitment to operational excellence.

Being recognized as a star performer three times and two promotions at GMR group underscores my dedication to success. I adhere to Walmart policies in vendor tie-ups, ensuring seamless operations across multiple sites. My strategic initiatives have boosted footfalls by 19%, achieving a 30% increase in sales, reflecting my ability to drive customer engagement. With a proven track record, I offer a wealth of experience in Warehouse management, operations, and team leadership. I am eager to leverage my skills for the success of an organization.

## SKILLS & CORE COMPETENCIES:

- |                        |                        |                               |
|------------------------|------------------------|-------------------------------|
| • Warehouse Operations | • Purchases            | • E-commerce strategies       |
| • Data Analytics       | • Inventory Management | • Performance analysis        |
| • P&L management       | • Process Optimization | • Business Expansion          |
| • Leadership           | • Last mile handling   | • Team Training & Development |
| • Vendor management    | • Logistics & SCM      | • Customer service            |
| • Communication Skills | • Problem Solving      | • SAP & MS-Office             |

## PROJECTS & INITIATIVES:

- |                            |                                |                                |
|----------------------------|--------------------------------|--------------------------------|
| • Launch of 13 new sites   | • Six-sigma 5S implementation  | • Lean handover Project        |
| • 30 Min Delivery Pilot    | • MP Fleet Rider Introduction  | • HO zone color-coding project |
| • Space Management project | • Project Taza – F&V quality   | • Compost Pilot at FC          |
| • Layout optimization      | • Launch of Cloth & Paper bags | • Energy conservation Project  |
| • CSAT improvement         |                                |                                |

## WORK EXPERIENCE:

Zonal Head | BIG BASKET - MUMBAI

Mar’2025 to Present

Dark Store Operations – Dark Hub | STARBUCKS | Q-MIN |

- Managed operations across 3 clusters (23 dark stores) with a strong focus on process adherence as the top priority. Drove key performance metrics including Order to Reach (OTR), complaints, write-offs, fill rate, availability, stacking timelines, and strict compliance with store SLAs.
- Led new store launches across the zone by executing JOSM strategies within a 1.5KM aerial radius, by collaborating with cross-functional teams and key stakeholders. Successfully met 100% project deadlines, contributing to a 16% increase in regional revenue and enhanced operational efficiency.
- Conducted quarterly inventory audits across all stores, ensuring PI validation accuracy is consistently maintained below 0.50%.
- Managed rider sourcing and capacity planning in alignment with AOP, tracking efficiency metrics and addressing key parameters to reduce the Cost Per Order (CPO) to below ₹55.
- Collaborated with the marketing team on BTL (Below the Line) activities and price benchmarking to drive customer acquisition and revenue growth.
- Reduced manpower costs by 12% through improved inventory accuracy and picking efficiency and cut packaging costs by 10%. Conducted regular reviews with the operations team on key metrics, sales performance, and P&L to drive sustained profitability and uncover new income opportunities.
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**SENIOR MANAGER | ZEPTO | ZEPTO CAFÉ**  
**Dark Store Operations – Dark Hub | Warehouse operations**

**May'2024 to Feb'2025**

- Ensured seamless operations of dark stores by overseeing precise picking, timely dispatches, inventory availability and Putaway, while maintaining 100% adherence to schedules by working on key metrics such as Breach, PAT, IPP, Defects, NPS, Order loss, Inventory accuracy, DEQ analysis, DA, RA and CPO.
- Maintained inventory accuracy across all stores by implementing cycle counts and SBC activities along with taking capacity actions in lieu of support of central team during inventory excess and ensuring timely removal of expired items by following up with the team for task adherences.
- Identify stores with high inventory adjustments and taking actions on high shrinkage stores.
- Cross-checking order loss on an hourly basis, ensuring demand versus attainment consistently exceeds 100%, while anticipating factors impacting order loss and planning accordingly to minimize it.
- Participating in weekly review meetings to discuss key metrics and action plans for improvements along with encouraging teams to do GEMBA audits and Kaizens for process improvements.
- Facilitated business expansions by coordinating with RE, Facility, Mother Hub, Design, and Project teams, ensuring timely hiring and training of packers, shift in-charges, and store managers, and deploying riders and security guards as per business requirements.
- Planning rider availability as per demand, driving NPS response rate, detractor percentage and taking actions against defaulters.
- Reduced defects percentage to 0.8% from 1.98% by working on F&V quality issues, Missing items and damage cases. Improved NPS response rate to 15% and overall NPS score to 90 by regular briefings to riders and operations team.

**MANAGER – 2 | FLIPKART INDIA PVT LTD**  
**(Fulfillment Centre, Last-Mile operations, 15- Hyperlocal & Dark-store Operations)**

**May'2021 to Jan'2024**

- Managed all aspects of warehouse operations (1 Lakh SFT), ensured the timely operation of all 15 hubs and maintained hygiene standards. Lead and manage all aspects of store operations, including order dispatch, customer service, inventory management and merchandising.
- Conducting daily team meetings to review metrics from the previous day and implementing necessary corrective actions.
- Tracking stock levels daily and avoiding stock outs. Coordinating with category team for inventory management.
- Oversaw a team of 350+ staff, providing training and guidance to ensure accurate and timely order processing.
- Implemented new operational procedures resulting in a 66% reduction in order processing time, along with 62% reduction in overall consumable usage costs by implementing inventory tracking and bag rotation strategies.
- Improve key metrics like CSAT, NPS, Breach, MIS shipments, RTO, IPP, and Attrition for a given region. Order fulfillment rate has been increased to 97% and maintained RTO <3%.
- Effectively enhanced customer satisfaction level by 23% through strategic initiatives and attentive service delivery.
- Strategically, the expansion of our business through the successful launch of 12 new sites, contributing to substantial growth and enhanced market presence.
- Evaluate, monitor and drive all non-compliance audit points to closure in coordination with all external and internal stakeholders.
- Retrieve, analyze, prepare and present FC performance at a zonal level on a weekly basis. Also, driving action points to closure within the stipulated timeline.
- Working closely with central team / vendors on planning, budgeting and achieving the targets in each area as decided in the annual plan while adeptly managing conflicts that arise during scaleup.

**MANAGER | AIRPLAZA RETAIL HOLDINGS PVT LTD**  
**(Retail sales & Warehouse operations)**

**Nov'2019 to Apr'2021**

- Led a high-performing store spanning 23000 SFT with a team of 50+ members, achieving a consistent sales growth of 36% year over year by executing promotional campaigns that increased footfalls by 19%.
- The combination of visual merchandising strategies and customer retention programs resulted in a 32% increase in average transaction value (ATV).
- Implemented streamlined inventory management processes resulting in a 1.4% reduction in stock discrepancies, while proactively identifying stock gaps and maintaining optimal inventory levels through collaboration with category team.
- Conducted regular staff training sessions to enhance product knowledge, loss prevention techniques and customer service skills.
- Reviewing manpower requirements and ensuring that any gaps are filled through discussions with HR, while also conducting midterm reviews and performance appraisals.
- Working on key metrics like NOBs, ATV, Sales target achievement, cost reduction and reduce wastages / shrinkages.

**ASSISTANT MANAGER | WALMART INDIA PVT LTD**  
**(B2C & B2B | Sales & Operations)**

**Aug'2018 – Nov'2019**

- Spearheaded pricing optimization strategies, resulting in a 15% increase in monthly sales, surpassing targets consistently.
- Effectively controlled SCM costs, achieving a 10% reduction in operational expenses through streamlined processes and resource allocation.
- Always maintained store hygiene / inventory hygiene as per standards and resolved customer concerns promptly, and able to procure quality F&V and Meat products at competitive prices.
- Implemented inventory management tactics that reduced stock outs by 25%, also involved in inbound department to identify any mismatches during stock receiving.
- Regularly interacted with direct suppliers (F&V, Meat) while focusing on new client acquisition, particularly within HoReCa, Institutions and Retailers as per compliance.
- Working on Store metrics and reports such as Sales targets, Delivery percentage, invoicing, Zero-sale articles, Expiry tracking, Audit reports, Receiving reports.

**TEAM LEADER | BRAND AMBASSADOR | GMR GROUP OF COMPANIES**  
**Airport Retail Operations | DUTY-FREE**

**Oct'2012 to May'2018**

- Successfully enhanced product availability through streamlined inventory management processes, resulting in a 15% increase in stock availability and reducing losses to <1%.
- Maintained an impeccable record of error-free cash reconciliations, contributing to a 100% accuracy rate over a span of 6 years.
- Spearheaded initiatives to elevate display standards, floor hygiene and achieve key performance indicators such as ATV, SPP, UPT, ASP and Conversion rate.
- Consistently exceeded sales targets by strategically implementing upselling and cross-selling techniques, contributing to a remarkable 25% growth in average transaction value.
- Actively engaged in various brand training programs, enhanced product knowledge and thereby served customers more efficiently leading to loyal customers.
- Negotiated with suppliers for better pricing, coordinated monthly promotions, implemented staff incentives and facilitated successful new product launches.

**EDUCATION HISTORY**

- **2012:** MBA from Jawaharlal Nehru Technological University, Hyderabad
- **2009:** Graduation (BSc) from Osmania University, Hyderabad

**PERSONAL DETAILS:**

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|-----------------|--|
| Date of Birth   | : 02- December-1988                      |
| Marital status  | : Not-Married                            |
| Languages Known | : English, Hindi, Telugu                 |
| Nationality     | : Indian                                 |
| Adress          | : Mahbubnagar, Telangana, India – 509334 |

**DECLARATION:**

I, hereby, declare that all the above statements are true, complete and correct to the best of my knowledge and belief.

Place: Hyderabad

Date:

**(P. VEERESHAM)**