



AMIT KUMAR NANDA

Business Head, Retail Head, General Manager - Leasing

Mobile: +91-99209 07772
Email ID: amitkumarnanda@gmail.com
Address: Mumbai, IN
DOB: 25/06/1984
Linkedin: <https://www.linkedin.com/in/amit-kumar-nanda-146b7536/>

I am an ambitious and curious professional who is not just committed to achieving my personal career objectives, but also keen on making a positive contribution to the lives of others. I am always open to change and adapt well in various work environments, a trait that has greatly helped in my personal development and work collaborations. My passion for making an impact in life is what drives me to constantly better myself in my line of duty.

PROFESSIONAL SUMMARY

- With over 14 years of extensive experience spanning across the Fashion, Beauty, Cosmetics, Chocolate, and Gifting industries, I have successfully navigated various roles within leading national and international brands such as Royce' Chocolate (Japan), Provenance Gifting, Molton Brown (London), Creed (Paris), Pretty Secrets (a women's intimate wear startup), Lee Cooper (London), Mango (Spain), and Beverly Hills Polo Club (California).
- My expertise encompasses managing brand Profit & Loss statements, expanding brand foot prints with new store launches, overseeing retail operations, implementing cost control measures, and driving strategic initiatives for sales and revenue growth.
- In addition to strategic planning and project management, I have effectively managed all aspects of business planning including budgeting, customer service, and maintaining positive relations with malls and franchisees. My operational management skills have contributed to successfully overseeing diverse operations across brands, resulting in annual turnovers exceeding 150+ crores.
- My leadership capabilities shine through in my experience leading cross-functional teams and fostering the professional development of team members.
- I possess proficiency in MS Office, which aid me in conducting sales trend analysis and formulating strategic business plans.
- In summary, my extensive experience, strategic acumen, operational proficiency, leadership skills, and knack for driving business growth make me a valuable asset in a dynamic and competitive business environment.

WORK EXPERIENCE

Business Head – Royce' Chocolate, Japan | Provenance gifts

Burgundy Hospitality Pvt. Ltd., Mumbai

Feb 2022 - Mar 2024

I bring diverse experience in managing business operations, from heading Royce' Chocolate, Japan nationwide within Burgundy Brand Collective to a leadership role at Provenance Gifts. I've contributed to driving business development initiatives alongside directors and facilitated collaborations with new global brands for the Indian market. My responsibilities also include leading retail operations, category planning, and devising growth strategies.

Workdone:

- Developed and implemented annual business budget, strategically broken down into quarterly, monthly, weekly targets and ensured financial objectives were met.
- Defined the Group strategies, priorities and business planning process in close coordination with directors.
- Achieved outstanding 27% same-store sales growth in FY 22-23, including remarkable increases of 56% in bulk sales, 34% in retail sales, and growth in other business channels. Achieved through new product introductions, enhanced KPIs, and securing major bulk and corporate orders. Notably, we closed a single bulk order valued at 45 lacs, the highest in the history of Royce' Chocolate, India. Additionally, after a four-year hiatus, successfully launched four new variants of Royce' Chocolate in the Indian market.
- Effectively negotiated commercial terms with Licensors, finalized agreements, and launched 6 new Provenance stores in strategic locations such as Mumbai, Chennai, Bangalore, and Ahmedabad. This expansion increased the Provenance store count from 2 to 8 within a year, showcasing effective project management and strong market expansion skills.
- Successfully concluded the commercial terms and agreement and secured Royce' Chocolate's first airport store location at T3, Delhi airport in India.
- Renewed mall agreements after meticulous clause comparison, ensuring favourable terms.
- Provided constructive feedback on product mix that was built into the buying plan.
- Established OTB budgets in collaboration with my team, ensuring alignment with our strategic goals and placed orders considering individual product performance, sell-through%, and product shelf-life.
- Effectively managed day-to-day operations in close coordination with Area Managers, diligently monitoring store Key Performance Indicators (KPIs) including Conversion rate, LTL growth, ATV, ASP, UPT, SSPD, Staff productivity and assessing performance vis-à-vis monthly budget targets.
- Collaborated closely with directors to achieve P&L objectives, improve rent-to-sale ratio, and manage OPEX efficiently.
- Designed and implemented a centralized license tracker for regulatory compliance, encompassing licenses such as FSSAI, PPL, and Shop and Establishment. Maintained comprehensive records of licenses, renewal dates, and associated documentation. Ensured timely renewals and updates, demonstrating full compliance with all legislative requirements.

SOFT SKILLS

Communication
Problem Solving
Relationship building and management
Team Management
Strategic Thinking
Leadership

TECHNICAL SKILLS

P&L Management ●●●●●
Business Development ●●●●●
Cost Control ●●●●●
SIS / Key Account Management ●●●●●
Microsoft Office ●●●●●
Data Analysis ●●●●●
Category Management and Inventory Optimization ●●●●●
Sales mechanism ●●●●●

EDUCATION

Executive education – Retail Next Practice program
XLRI, Jamshedpur
2012 - 2013

Master's in Business administration – Marketing & Human resources
The Indian Institute of Planning & Management, New Delhi (Affiliated to IMI, Belgium)
2006 - 2008

B. Tech – Information Technology
EAST, Odisha
2001 - 2005

LANGUAGES

English, Hindi

HOBBIES

I enjoy networking, traveling, and meeting new people. I also have a passion for teaching and mentoring, as well as helping new businesses thrive

- Led the training and recruitment process in line with business needs alongside HR, trainers, and Area Managers.
- Negotiated higher sustainable margins for top-selling products and implemented cost-saving measures in overhead and logistics, resulting in monthly savings of over 0.50 lakhs and enhancing profitability at Provenance Gifts.
- Managed relationship with brand principal/HQ, high-end malls, airports and expanded brand footprint.
- Planned and rolled out incentive schemes to drive sales performance and profitability.
- Developed strategic business plans and made recommendations based on category, consumer, retailer, and shopper insights.
- Analysed the fill rate% of core and focus products weekly to ensure in-store availability.
- Oversaw inter-store transfers, promotional efficacy, and DOH to control wastage.
- Gathered competitive and market intelligence to recognize development opportunities.
- Established agendas for annual, quarterly, monthly and weekly team reviews to facilitate constructive discussions and provide quality feedback aimed at enhancing performance and driving improvement.
- Led a team including merchandisers, MIS, and Operation managers and I directly reported to the Directors/Promoters of the company.

Self Employed

Co-Founder

Apr 2020 - Feb 2022

Founded 'Smita Nanda Nutrition Consulting' with my wife, registered the entity as per applicable Govt. laws, self-funded, and nurtured its growth, while also serving as a visiting faculty member at FAD Academy.

Workdone:

- Today, we are proud to have served over 3,000 satisfied clients through 'Smita Nanda Nutrition Consulting', many of whom have found relief from lifestyle or medical issues through our services.

Brand Head – Molton Brown, London | Creed, Paris

Berkeley Beauty Brands, New Delhi

Sep 2019 - Apr 2020

Oversaw inventory optimization and retail operations, improved brand presence on e-commerce platforms, and maintained relationships with key partners.

Workdone:

- Expertly managed operations to elevate profitability and commercial performance of both the luxury brand stores.
- Effectively negotiated trade terms and introduced brands on platforms like Amazon Luxury, Tata Cliq Luxury, and Good Earth, resulting in an impressive monthly revenue increase of over 6 lakhs.
- Expanded the reach of Molton Brown, London by securing placements in high-end venues, successfully negotiating partnerships with five-star properties to feature Molton Brown products in their guest washrooms.
- Supervised the operations of retail stores to ensure efficient inventory management, adherence to international visual merchandising standards, and high levels of customer service.
- Led the OTB process for both brands, employing thorough analysis of historic data to develop strategic plans and ensure optimal inventory levels for future season.
- Along with Brand office, examined seasonal product results and financial metrics to determine future business prospects.

Associate Vice President – Business Operations

Pretty Secrets

Jan 2018 - Sep 2019

Developed the presence of the brand at a national level, vigorously managed multiple stores and continuously evaluated financial records for performance.

Workdone:

- Developed a strategic roadmap for store expansion, overseeing the successful launch of over 35 Exclusive Brand Outlets, including 10 Company-Owned Company-Operated and 25 franchisee stores, bringing the total count to 40. Additionally, established 20 Shop-in-Shop locations, increasing the total count to 35 within a year.
- Evaluated operational and financial records to ascertain performance of retail and SIS stores.
- Monitored weekly sales performance, KPIs, Promotional efficacy while keeping track of inventory.
- Regularly followed up with franchisee partners to ensure timely collection of payments against billing.
- Implemented strategic measures to save over 1 lakh rupees monthly through tighter control of Visual Merchandising (VM), overhead, and petty cash expenses.
- Managed nationwide implementation of Visual Merchandising (VM) functions in collaboration with the VM manager.
- Monitored inventory levels to determine stock requirement at each retail outlet.
- Defined new store floor plan and landmarks in conjunction with CEO, and concerned teams.
- Directly reported to the CEO/Promoter while leading a team of 10, including VM, Area Managers, MIS, and Category Planner.
- Participated in investor meetings and provided support to the management during the process of selling the company.

National Retail Operations Manager – Lee Cooper, London

Future Group, Mumbai

Mar 2016 - Dec 2017

In the initial year, I managed the End-to-End operations of Large Format Retail (LFR) stores including Lifestyle, Shopper's Stop, Trent and sustained high level of customer service. Subsequently, I transitioned into Business Development responsibilities for Exclusive Brand Outlets (EBOs) across the country.

Workdone:

- Directed retail operations and inventory planning for Lee Cooper across multi-brand retail outlets such as Lifestyle, Reliance, Trent, Project Eve, Shopper's Stop, Lulu, and Jalan, spanning over 250 doors nationwide. Ensured continuous delivery of exceptional customer service in collaboration with respective Area Managers.

- Collaborated with stakeholders to execute seasonal merchandising strategies, drove category performance through effective cross-functional communication, historical analysis, and assortment planning.
- Strategised seasonal inventory plans and recommended order quantities to support sales and margin targets.
- Worked closely with merchandisers and planners to curate assortments of styles and SKUs.
- Conducted regular analysis of style/SKU performance on weekly, monthly, and seasonal basis.
- Planned and evaluated promotional calendars to ensure healthy sell-through during the season and End of Season Sales (EOSS).
- Took charge of the brand's financial metrics in assigned channels, including sales, Like-for-Like (LFL) sales levers, KPIs, SSPD, and inventory management.
- Monitored competitors and implemented appropriate strategies for sustainable business growth.
- Supervised a team of 7, consisting of 3 Area Managers, 3 Planners, and 1 MIS specialist, with reporting responsibilities to the Business Head.
- Facilitated smooth business operations by managing relationships with POC from multi-brand retail outlet partners, BD team, potential franchisee partners, property consultants, and key stakeholders.
- Collaborated with the business development team to identify opportunities for new properties across franchise models, and EBOs.

Brand & Operations Manager – Mango, Spain | Beverly Hills Polo Club, California

Apparel Group, Mumbai

Nov 2013 – Mar 2016

Managed both the international brands and operations, improved brand performance with strategic implementations, and ensured international merchandising standards were met.

Workdone:

- Implemented strategies to boost the brand development, and led existing stores of Mango while successfully leading 10 new store openings for Beverly Hills Polo Club. Launched the California-based brand "Beverly Hills Polo Club" in the Indian market with its flagship store at Elante, Chandigarh, spanning 2,300 sq. ft. This store is the largest of its kind and marked the brand's successful entry into India.
- Exceeded the initial budget target of 12 crores within the inaugural year of Beverly Hills Polo Club store operations.
- Oversaw an annual topline business exceeding 100 crores across 10 Mango and 10 Beverly Hills Polo Club stores, leading a team of 4 Area Managers, 2 MIS professionals, 2 Visual Merchandisers, and 2 Merchandiser and Planners. Reported directly to the Senior VP and subsequently the CEO.
- Conducted detailed analysis of past and current season performance to enhance future sales, and strategically planned seasonal Open-To-Buy (OTB) allocations accordingly.
- Ensured execution of operational and merchandising standards as per international brand guidelines.
- Managed relationships with brand principals, and other key stakeholders within the company.

Area Retail Manager (West) – Van Heusen

Aditya Birla Fashion, Mumbai

Dec 2011 – Oct 2013

Directed store operations and held P&L accountability for 20 stores across Mumbai, Gujarat, and Goa, comprising a mix of Company-Owned Company-Operated and Franchisee-Operated outlets. Achieved an annual turnover exceeding 30 Crores.

Retail Executive (Delhi & NCR) – Reebok

Adidas Group

Feb 2008 – Nov 2011

Managed store operations for 40 Franchisee-Owned Franchisee-Operated stores in Delhi & NCR, which included 10 Flagship stores, achieving annual secondary sales exceeding 40 Crores.