



ASHISH ASAWA

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RETAIL CATEGORY MANAGEMENT EXPERT (HYPER / SUPER MARKETS / E-COMMERCE)

Sourcing & Procurement | Category Management | Negotiation & Contract Management | Vendor Management | Budgeting | Stock Planning | Cost Optimization | Client Relations | Operations Management | Team Leadership | Inventory Management | Stakeholder Management | Sales Promotion | Festival Planning |

Exceptionally skilled Category Manager and Supply Chain Management expert with more than two decades of proven track record in Category Management across multiple formats (Hyper / Supermarkets, Ecommerce) in FMCG Food, Home Care, Personal Care, General Merchandise and Dairy Categories. Expertise in spearheading operations in managing B2C and B2B segments with deep knowledge of retail planning principles along with demonstrated abilities in category management, strategic procurement & buying, vendor management, merchandising, range & assortment planning, negotiations and Team Leadership. Excellent analytical skills with ability to interpret data insights working on tools such as SAP, Oracle, Optimum Dynamics 365.

EXPERIENCE

Sodexo India Services Pvt. Ltd., Mumbai, India – Deputy General Manager, Branded Foods. March 2023 – Oct-2024
Driving the Supply Chain Management of Branded Processed Foods & Beverages & Outsourced Kitchen Foods (2750 SKUs) with full accountability of achieving business goals for an annual business volume of US\$24MM.

- Successfully negotiated highly favorable Terms of Trade (TOT) with renowned brands like Rebel Foods, West Inn, VKL, JumboKing which were in top priority list of suppliers for standardized product quality and streamlined supply chain.
- Created client excitement and engagement through Pop Activations with Dominos, Red Bull, MOD, VKL that resulted in 8%-10% incremental sales.
- Negotiated Sponsorship for Brand activations of Red Bull, Dominos, Pringles, MOD, VKL Foods, Hell Energy Drink, Unilever, Knorr Noodles & Soups that gave additional 2%-3% incremental bottom line.
- Achieved Sustainable coffee share of 40% with 10% less cost by ensuring effective strategic coordination with operations team.

Reliance Retail Ltd. (Jiomart B2B), Mumbai, India, National Category Manager July 2019 – February 2023
Successfully led the Chocolate Category at National Level for B2B and handled assortment of 900 SKUs for growing the business volume by 25% from US\$20MM to US\$24MM.

- Achieved monthly Sales and Margin Budget with average sales margin at 8% by crafting and executing category strategies that led to achievement of pre-defined business goals.
- Maintained optimum stock position within 21 days of stock and expiry at 0.50%.
- Introduced new product which generated additional income for the category with 1% -1.5 % margin.

SGSPL (Big Basket), Bengaluru, India, National Category Manager – Beverages January 2017 – June 2019
Managed Beverages Category for an assortment of 3,000 SKU's driving a business volume of US\$20MM annually.

- Negotiated TOT successfully with National & Regional vendor partners Unilever, Coca Cola, Pepsi, Nestle, Mondelez, Tata, Dabur, and Paper Boat.
- Led customer-centric promotions with end -to-end responsibilities and created excitement in customers through effective festival planning for festive seasons.
- Achieved additional average margin gain of 2.5% - 3% through Space Selling.

SGSPL (Big Basket), Ahmedabad, India, Buying & Merchandising Head September 2015 – December 2016
Headed Buying & Merchandising for Gujarat with Team of 8 Members.

- Established the ecosystem from scratch and launched successfully in 3 cities – Ahmedabad, Vadodara, and Surat by managing the end-to-end responsibilities including onboarding of vendors and training them on the business nuances.
- Ensured on time delivery every day achieving 99% of fill rate.
- Maintained Expiry damages less than 2 %.

PREVIOUS ORGANIZATIONS

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| ▪ Spencer's Retail Ltd. , Hyderabad, India, Senior Regional Category Manager | September 2011 – August 2015 |
| ▪ Aditya Birla Retail Ltd , Chennai Asst. Category Manager | December 2008 – August 2011 |
| ▪ Trinethra Super Retail Pvt Ltd. , Bangalore ,Asst Category Buyer | September 2006 – November 2008 |
| ▪ Jubilant Retail Pvt Ltd , Bangalore Senior Buyer | April 2003 – August 2006 |

EDUCATION

- MBA in Marketing from Symbiosis Pune in 2010

AWARDS & HONORS

- Bagged Gold medal for highest contribution in Space Selling (Spencer's Retail)
- Awarded Highest Contributor in brand sponsorship and advertisement. (Jubilant Foods & Trinethra Retail).