



RAJIV VERMA

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Over two decades of stellar senior management expertise in Retail, Food and Beverage, Apparel & Accessories, Consumer Durables & Mobility, Luxury Retail and Gaming Devices domains - creating new & transforming existing businesses to unprecedented successes, working closely with business owners & key stakeholders to drive strategic initiatives for brand success & revenue growth across myriad industries and functions.

SKILLS

National Sales Management Retail Store Operations Strategic Planning New Business Creation SOP P&L Management

Communication Team Management Brand Alliances Annual Budgeting Stakeholder Management Negotiation

Market Analysis Events & Exhibitions Performance Metrics Category Management Government & Institutional Sales

BTL Initiatives Activation Calendar Management Franchise Business Management Facilities & Administration AOP

INDUSTRY EXPERTISE

Retail QSR Consumer Durable & Small Appliances Food & Beverage Production/Service Gaming Devices & Software

Luxury Retail Apparel & Accessories Mobiles & Accessories Telecom Services Lifestyle Decor Home Improvement

EXPERIENCE

July 2019 onwards

Head - Strategy & Operations

Goldchest Hospitality & Retail Services, a F&B Retail Startup

Noida NCR

Starting the venture ground up, right from scratch, I spear-head:

- **Business Case Design and Resource Optimization:** Crafted & implemented comprehensive business cases for new ventures and optimized resources to ensure cost-efficiency and maximum ROI. Additionally, oversaw the on-ground execution of projects to ensure smooth transitions into regular operations.
- **Creation and Launch of Retail Brands:** Successfully launched three Direct-to-Consumer (DTC) Food & Beverage retail brands: Soul Food Bistro, The Dessert Lounge, and Vada Pav Central. Also, developed innovative concepts and business models to cater to diverse market segments.
- **Brand Development and Franchise Mechanism:**
 - **The Dessert Lounge:** Artisanal dessert brand, with premium customization. Established a franchise model aimed at enabling bakers in scaling their operations to physical retail structures, increasing revenue and market presence.
 - **Vada Pav Central :** Introduced a low-investment, quick turnaround franchise format centered on the popular Maharashtrian snack, enhancing its presence in food-delivery platforms and offline retail.
 - **Soul Food Bistro :** Created an umbrella brand integrating the mainstream QSR menu and a bakery café.
- **Financial Management:** Ensured that budgeted P&L was achieved, with strong cost control and rigorous vendor negotiations.
- **Strategic Partnerships and Distribution:** Partnered with emerging FMCG brands to set up distribution channels through our retail network, enhancing brand visibility and market reach. Established alliances for renting space collaterals at retail locations.
- **Market Analysis and Business Development:** Conducted thorough market analysis to identify and explore alternate business avenues. Registered as an authorized vendor for cafeteria supplies with several large MNCs and schools, expanding institutional sales.
- **Retail Marketing:** Designed & executed all offline and online marketing.
- **E-commerce Business Integration** - Devised and executed platform specific business & marketing strategy for each platform like Zomato, Swiggy, Magicpin, ONDC etc.

May 2018 - June 2019

General Manager & Head - Retail Operations & Marketing

V2 Retail Limited, India's leading value fashion retail chain owned by Sh.Ram Chandra Agarwal
Delhi NCR

Reporting to MD and the board, for Pan-India retail business, with then estimated volume of Rs.700+ Crores annually, I headed:

- **Expansion Strategy:** Drove retail footprint expansion, adding over **200,000 sq. ft.** of retail space, achieving a total of **700,000 sq. ft.** Led the prospecting, reconnaissance, feasibility studies, and final site shortlisting processes and personally closed all final lease agreements, partner collaborations, and vendor negotiations.
- **Pan-India Operations and Revenue Achievement:** Managed workforce of over **2200** employees, overseeing national retail operations and surpassed revenue budgets by **110%**, achieving a year-over-year growth of **35%**.
- **Same-Store Growth Rate (SSGR) and Profit per Square Foot (PSF):** Improved SSGR by over **6%** in the last quarter, turning all loss-making stores into EBITDA positive and enhanced PSF yield by **15%**, ensuring robust operating margins.
- **Cost Optimization and Budget Management:** Reduced operating costs by **5%** through optimized processes, utilities, and manpower allocation. Presented and secured approval for business and marketing budgets from the CMD and the Board.
- **Marketing and Digital Initiatives:** Formulated consumer offers, store-specific ATL (Above The Line) and BTL (Below The Line) activations, and new store launch plans. Additionally, took responsibility for the formulation of a Loyalty program.
- **Review Mechanism & Process Improvement:** Established a stringent, transparent, and result-oriented review mechanism SOP for all aspects of national business operations. Headed special project with CMD & Board to identify, rectify process and operational gaps at the organizational level, successfully re-designing and implementing major SOPs.

May 2010 - Feb 2018

Business Head & AGM - Brand Retail, Rural Stores, Franchise & Experiential Stores

- 2014 - National Sales Manager - Brand Retail
- 2012 - Senior Department Manager - COCO and Franchise Stores
- 2010 - Department Manager - COCO Stores

Usha International Limited, India's leading consumer durable brand
Gurgaon

Reporting to the CEO, with parallel reporting to the Executive Chairman & the Board, I led:

- **Business Transformation:** Conceptualized and led the transformation of a traditionally run, outdated retail set-up for **55 stores** into a contemporary and profitable retail entity, with a modern design working alongside Executive Chairman, CEO and all other BU Heads.
- **Retail Expansion:** Spearheaded process of prospecting, reconnaissance, feasibility studies, shortlisting, & legal closure of all new locations. Monitored retail design, site execution, store launches & marketing campaigns- for **45 new stores** in the tenure, through project management dashboards.
- **Retail Business- AOP Planning:** Formulated and implemented detailed annual business operating plans for each product category, SKU, month, outlet and region, ensuring alignment with projected revenue, expansion, marketing, manpower, other costs for all four different formats and **110+ stores**. Presented and got approval from the board for every year.
- **Store Profitability:** Managed complete profit and loss (P&L) responsibilities, with BU achieving annual revenue targets for consecutive 7 years, with positive EBITDA for all stores. **30%** of stores grew by over **45%** and footfall growth of **32%**.
- **Institutional/Government Sales:** Started new stream of institutional, government and festive bulk orders through own stores. Drove business growth of over **400%**, securing historical orders from various public & private sector offices.
- **Marketing & Sales Promotion Initiatives:** Devised, presented, obtained clearance for and implemented Annual Marketing Calendar, with year-long festive offers, product-wise campaigns, new launch promos and all other marketing initiatives.
- **Skills Development:** Headed operations of Pan-India sewing schools' network attached to retail stores. Worked with HR to develop a comprehensive training calendar, creating modules, SOPs, and delivery mechanisms.
- **Brand Management:** Led execution of brand engagements-Trade Fairs, Sports & Sponsorship Events like IPL & Sewing School Events.
- **Leadership & Team Management:** Led SBU HR budgeting, annual PMS, training & development calendars for manpower optimization.

Youngest ever to be appointed as independent SBU Head - Coming through ULOT- USHA's Leaders Of Tomorrow Programme

July 2009 - Apr 2010

Head Retail - Apple Imagine Stores

Tresor Systems Pvt Ltd, India's leading channel partner of Apple Inc, USA
Delhi NCR

- **Brand connect:** Ensuring implementation of SOPs, marketing collaterals and training of all staff as per brand guidelines .
- **Sales Strategy and Execution:** Develop and implement comprehensive sales strategies to achieve revenue targets and enhance customer experience. Oversee the planning and execution of sales plans, ensuring alignment with overall retail strategy of the brand.
- **Merchandise Management and Business Development:** Led the selection and addition of new merchandise lines to the accessories and enhancement categories, ensuring a diverse and appealing product offering.
- **Expansion:** Identify and evaluate potential new store locations, preparing comprehensive business proposals for expansion.

Oct 2005 - June 2009

National Category Head - Electronics (Mobiles, Gaming & Portable Devices)

with additional responsibility of National Brand Alliances & Strategic Partnerships

- 2007 - Senior Manager - Brand Alliances, SIS & New Business Development (**Fastrack Program**)
- 2006 - Area Manager - Retail (**Fastrack Program**)
- 2005 - Store Manager

Planet-M Retail Limited, India's foremost Mobility & Entertainment Retail Chain, owned by Videocon Group
Mumbai, Gurgaon & Delhi NCR

Reporting to the CEO, with parallel reporting to the Directorial Board, I led:

- **Business Transformation:** Post acquisition by the Videocon group, I was included in the Chairman's core group to create and execute
 - Increase retail footprint from **72 stores to 250 stores Pan-Indian in 1 year.**
 - Drive transformation of the brand philosophy into a tech-oriented product line, by introducing Mobility, Accessories, Telecom Services and Gaming into the core merchandise mix.
- **Category Management:** Headed merchandise management-Budgeting and sales operations for Mobiles, Mobile Accessories, Airtime Services, Digital Electronics, and Gaming categories at a national level for **260 stores.**
- **Retail Expansion:** Worked alongside the core team to zero-in on design, layout and overall look & feel of the store with new merchandise mix - shortlisting of new properties, doing recce, constructing business cases and seeking approvals.
- **Strategic Alliances Revenue Growth :** Achieved **100%** increase in revenue through brand partnerships in one year from **2Cr to 4Cr** forming alliances with top brands, enhancing marketing tie-ups with entertainment labels, institutions, and co-branding initiatives.
- **Platform Development:** Conceptualized and launched a nationwide gaming and digital downloads platform, The Digi Zone by Planet-M, with counters at Select Citywalk (Delhi) and Phoenix Mills (Mumbai) stores.

Aug 2004 - Sep 2005

Department Sales Head - Luxury Retail (Furniture, Furnishing & Lifestyle)

Arcus Store, India's first large format home-improvement modern retail store, owned by Turner Morrison Group
Gurgaon & Mumbai

- **Business Contribution:** Headed the largest department of the store, contributing **37% to overall sales.**
- **Luxury Projects:** Collaborated with in-house design centre to successfully execute HNI, celebrity & other VIP home & office projects.
- **New Store Launch:** Was part of NSO team for the Phoenix Mills, Lower Parel Store. Then, the largest home improvement store in India.

Jun 2003 - Jul 2004

Restaurant Manager

McDonald's, World's leading quick food service brand
Delhi NCR

- **Operations:** Plan, control, and coordinate all activities of the assigned outlet to ensure seamless operations, optimal inventory management, efficient cost control & exemplary customer service experience.
- **New Store Openings:** Participate in New Store Openings(NSO) teams for Green Park and Noida-CSM stores, ensuring successful launch and transition to regular operations.
- **Quality and Compliance:** Maintain high standards of quality, hygiene, health, and safety in restaurant operations.

Oct 1999 - May 2003

Asst. Restaurant Manager

- 2001 - Senior Supervisor -F&B
- 2000 - Supervisor -F&B

Nirula's, India's renowned home-grown QSR brand
Gurgaon & Delhi NCR

Revenue Generation: Successfully achieved revenue targets through sales strategies, menu optimization, and promotional activities.

New Store Launches : Spearheaded the launch of new store projects, including pioneering initiatives such as the first designer boutique outlet in Sushant Lok and introduction of the first-ever exclusive Ice Creams concept - 21s in Gurgaon.

Recognition and Awards: Played a pivotal role in achieving recognition for the outlets, with awards such as **"Best Store in the Country" for seven consecutive quarters.**

Industry Internship

The Centaur Hotel, 5 Star Deluxe hotel by Air India
Delhi

Oct 1997 - May 1998

On the job comprehensive training in all major departments in 5 Star Hotel Operations - Food Production, Food & Beverage Service, Housekeeping, Front Office, Food Cost Controls, Sales & Marketing & Facilities Administration, with main focus on hotel administration.

ACHIEVEMENTS

- Won prestigious Rashtrapati Puraskar, Prime Minister Shield & Rajya Puraskar for Scouting
- Won several Inter-school & Inter-college Quiz, Debates & Art Competitions
- Represented School & Region in National Table Tennis & Cricket Tournaments
- Won All India Science Model Exhibition & United Nations General Knowledge Quiz

EDUCATION

Senior Leadership Program

(Strategy, Finance & General Management)

MDI, Gurgaon, 2016 - 2017 (Topped the group)

3 Yrs Diploma in Hotel Management, Catering

Tech & Applied Nutrition (Food & Beverage)

IISM, Ranchi, 1996 - 1999, 1st Division, 2nd Rank

SPECIAL PROJECTS UNDERTAKEN

Sewing Machine distribution scheme - Telangana Government, (On the Job)

Usha International Ltd

Telangana and Andhra Pradesh - 2015-2016

Objective: Procuring order, supply and installation of basic Sewing Machines under Govt beneficiary scheme in villages

- Procured this prestigious project, comprising distribution of around 1,00,000 sewing machines to the underprivileged, despite stiff competition from several local and national brands.
- Headed process for supply, installation, distribution to end user, training and last mile geo-tagging & support for each unit.

The Hab by Usha, (On the Job)

<https://www.thehab.in>

Usha International Ltd

Juhu-Bandra Road, Mumbai - 2012-2013

Objective: Setting up India's first & only experiential retail store, with a focus on the Sewing Machines business - usage of Automatic Sewing Machines, and sewing accessories in everyday life, business & as a hobby.

- Headed the project -starting from concept stage, finalization of design & business case, approvals from Directorial Board and then necessary approvals from local authorities to final setup & PR campaign to support the store.
- Overcame challenges in procuring traditional sewing accessories, and integrating them into modern retail systems. Designed workshops to engage Gen-next in the art of sewing creatively, which is a now a major revenue stream.
- Store awarded many design and retail awards for its unique concept and stunning design.
- Store frequented by nearby celebrities from all walks of life is a cultural and social hotspot.

Joy by Usha - Rural Retail Store, (On the Job)

Usha International Ltd

Uttar Pradesh - 2016 - ongoing

Objective: Setting up low-investment franchise stores in Tier-3 & Tier-4 Towns of India.

- Headed the project -starting from concept stage, finalization of design & business case, approvals from Directorial Board.
- Implementing the brand's retail identity and adhering to its Pan-India design philosophy, customer-centric approach, and product range in smaller cities and towns, managing promotional activities in haats, panchayats and weekly bazaars.
- Established brand value and trust by providing optimal product exposure and post-sales service in a price-sensitive target demographic locations.

DMRC Station QSR Kiosk Project (Independent)

Nirula's, Delhi - 2009-2010

Objective: Installation of high-visibility, quick food service, standalone kiosks at DMRC stations.

- Managed government relations and liaised with local authorities and station staff for regulatory compliance.
- Evaluated and selected optimal locations, oversaw kiosk setup, machinery installation, and collateral placement.
- Recruited and trained team members to ensure smooth operations and exceptional service delivery. Implemented streamlined processes to optimize revenue generation and operational efficiency.