

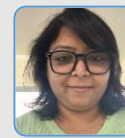
# Sukanya Kumari

Valued Profile

In

Modern Trade-National Key  
Account Manager

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## COMPETITIVE EDGE

Vision, Strategy &  
Leadership | Modern Trade |  
General Management | Key  
Account Management |  
Strategic Alliances | Demand  
Generation | better ROI |  
Vendor/Channel  
Management | Sales  
Promotion & Branding |  
Consumer Confidence |  
Category Branding |  
Market intelligence | Profit  
Centre Operations | BTL  
Marketing |

## PERSONAL EDGE

Speed of Decision |  
Liveliness | Strives under  
pressure |

## ACADEMIC PURSUIT

PG in Management-  
Marketing- Siva Sivani  
Institute of Management,  
Hyderabad 2010

B.A. in Textile (Hons) -  
Banasthali University,  
Rajasthan 2007

## PROFILE & VISION

- ✦ A Business Growth Driver having 13 years of experience across Sales, Customer Marketing, Sales Development and Strategy roles across Modern Trade & General Trade. Accrued various accolades for Sales achievements as well as people management across the career journey.
- ✦ **Core Values:** Independent thought leadership, analytical & conceptual skills, Drive for results & Accountability, Operational Efficiency, Entrepreneurial Drive.

## CAREER OUTLINE

**NATIONAL KEY ACCOUNT MANAGER-MODERN TRADE  
LIGHTING)**

**SIGNIFY INDIA (PHILLIPS  
SINCE JULY'21**

## CURRENT MANDATE

- ✦ Handling key accounts like Metro, Spar, LULU, More, Vishal Megamart CPWI, Spencer, IBO etc.
- ✦ Managing key Account management, Merchandising, Category management, on-ground execution of the MT Strategy, Outstanding Management, Finance, and Supply Chain Co-ordination planning account wise offer, visibility and correction assortment to fill customer bucket.
- ✦ Managing TOT- Term of Trade business, Annual target for the particular account, Promo Calender, working on Proactive database, New Product listing to pitch listing details to the account etc.
- ✦ Strategized to enhance the number of partners through NPI, Fill rate Improvement, communication flow among chain and coordinating sales

## MULTIPLE DRIVERS OF GROWTH

- ✦ Introduced several Operational excellence initiatives i.e. Rectified Damage detail or return to vendor DRI
- ✦ Introduced Ecolink Fans in Metro and did 50 lacs businesses in first short, only from 5 stores.
- ✦ Presented Operational excellence initiatives, defined Damage Control SOP for Metro and saved 10% on RTV.

## STRATEGIC ROLL OUTS

- ✦ Actively Launched New & unique SKUs, counted as an innovative offering to customers, applauded by Metro and LULU.
- ✦ Involved in launch of "Down lighter", placed first with 5 stores then expanding to other 25 stores of Metro.

## MARKET SHARE—A KEY TO PROFITABILITY

- ✦ Enjoying 60% share in modern trade, having leadership position in lighting industry especially in Modern Trade.
- ✦ Managing and developing Annual Business plans with all accounts and close TOT, yielded growth of 35% on 2021.
- ✦ Resulted 20-25% of growth in comparison to 2018-2019, pre-covid tenure
- ✦ Coordinating with Account's finance team and follow for Payments, attained 0% ODI in 2022 & 2021.

## MARKET IMPROVEMENT VALUE

- ✦ Set Process for Sales coordinator to cover the gap in operation.
- ✦ Brought in Manpower rationalization, Product training sessions.
- ✦ Improved Fill-rate percentage account wise, worked with planner to provide stocks plant wise based on quarterly MTP.
- ✦ Developed proficiency for TOT negotiation on Margin estimation
- ✦ NPI listing and Mapping category wise in all accounts. 30+ NPI LY2022
- ✦ Engaged in Planning Promo based on yearly calendar of accounts.
- ✦ Creating interface with all accounts and Industry for the developments and trends.

|  |   |                   |
|--|---|-------------------|
| AREA BUSINESS EXECUTIVE - OOH CHANNEL  | AGRO TECH FOODS LTD. PAN INDIA            | JULY'18 - JULY'21 |
| <ul style="list-style-type: none"> <li>⊕ Introduced the <b>Institutional Plan</b> with Higher margin, different MRP to cater different demand of the different channels.</li> <li>⊕ Redesigned package of GT &amp; MT to offer in OOH channel with attractive margin and product line.</li> <li>⊕ Handled OOH (HORECA, Cinemas, and Aviation &amp; Institutional) at pan India level.</li> <li>⊕ Conducted Research on the market competition, built the new SKU for Institutional Channels</li> <li>⊕ Explored other channels apart from Cinemas to enhance new revenue streams</li> <li>⊕ Managed Sales Growth of 50+ distributors and establishment of Key account customers.</li> <li>⊕ Led expansion of Out of Home channel (Cinemas, Airport, Bus Stop, Railways, School, college, Hostel, Hotel, Restaurant and caters) from Vending Business. 240+ new customers and 20+ distributor added.</li> <li>⊕ Designed diverse product basket to cater varied customers, developed 6-7 SKUs for Institutional's customers</li> <li>⊕ Identified new opportunities within a <b>territory and margin structure</b> for potential growth, <b>corn import policy</b> impacted businesses significantly in India.</li> <li>⊕ Involved in Planning and execution of activities to influence purchase and create Brand awareness.</li> </ul> |   |                   |
| GODREJ, GCPL, BBLUNT DIV., SOUTH INDIA   | BUSINESS DEVELOPMENT MANAGER- MT & GT     | OCT'17 - JUN'18   |
| <ul style="list-style-type: none"> <li>⊕ Managed BBLUNT div. for hair care products. Managed <b>Modern Trade, General Trade</b> &amp; Hair advisors.</li> <li>⊕ Designed &amp; drove plan to invite more <b>key accounts</b> of Southern India (e.g. Health &amp; Glow, Spar, Hypercity, Spencer, Metro, Kathiawar, Hyderabad beauty center in MT &amp; GT)</li> <li>⊕ Managed <b>P&amp;L statements</b>, carried out <b>BTL branding</b> to influence customer purchase and create awareness.</li> <li>⊕ Enriched <b>product visibility</b> by apt positioning of 60+ Beauty advisors to have prominence in the areas.</li> <li>Led <b>product mapping</b> &amp; listing processes, causing in sales growth by 50%, jump in BA productivity</li> </ul>  |   |                   |
| LOTUS HERBALS SOUTH INDIA  | AREA BUSINESS MANAGER- MT                 | SEP'16 - SEP'17   |
| <ul style="list-style-type: none"> <li>⊕ Directed modern trade business for south and responsible for primary and secondary market.</li> <li>⊕ Handled 4 distributors and defined MT within a channel for structural growth</li> <li>⊕ Catered to the discerned Clients i.e. <i>Reliance, Spar, Metro, Big Bazaar, Heritage, Dmart, Dabur NewU, Spencer, More, Ratandeep Health &amp; Glow and Medplus</i>) at regional level.</li> <li>⊕ Created &amp; effected business plan for MT clients in Southern India, yearly growth hiked by 52%.</li> <li>⊕ Reactivated Business relationship <b>Key accounts</b>, enhanced the business by 25% in FY'16-17.</li> <li>⊕ Supervised and managed a team of 6 Sales officers, 11 Beauty advisor and 200+ Promoters</li> </ul>   |   |                   |
| L'ORÉAL PARIS INDIA, HYDERABAD   | BUSINESS DEVELOPMENT EXECUTIVE – SSM & MT | APR'14 - AUG'16   |
| <ul style="list-style-type: none"> <li>⊕ Announced growth by 25% over previous year and overall growth had by 45% across the tenure</li> <li>⊕ Handled sales budgets and led large portfolio of customers, and appreciated sales by 50%.</li> <li>⊕ Architected <b>sales strategy</b> in Stand Alone Supermarket &amp; 3 MT accounts e.g. Apollo, Medplus, &amp; Spar.</li> <li>⊕ Listed new article, maintained share of shelf &amp; revised <b>MBQ</b>, in accordance with tertiary.</li> <li>⊕ Managed distributors for on time <b>claim settlement</b> with optimized <b>inventory</b> at <b>stockiest point</b></li> <li>⊕ Accredited with <b>best performer</b> recognition</li> </ul>   |   |                   |
| AGRO TECH FOODS LTD., HYDERABAD  | SALES OFFICER – MT                        | MAR'12-MAR'14     |
| <ul style="list-style-type: none"> <li>⊕ Managed <b>Modern Trade Key Accounts Channels</b> (such as Spar, Spencer, Metro, Heritage and More)</li> <li>⊕ Conceptualized &amp; incorporated <b>Annual Accounts Plan</b> for target attainment, delivered 15% growth.</li> <li>⊕ Developed <b>Product literature &amp; Sales Collateral</b>, Reviewed <b>Pricing &amp; Service levels</b> to increase rapport with clients.</li> </ul>  |   |                   |
| PEPSICO INDIA LTD., HYDERABAD  | SALES TRAINEE                             | DEC'10 - FEB'12   |
| <ul style="list-style-type: none"> <li>⊕ Handled GT and took care of 2 distributors. Developed allotted area and rose by 70% growth.</li> <li>⊕ Designed &amp; executed the <b>Trade Pre-Sales</b> and Post sales Operations.</li> <li>⊕ Performed <b>Marketing Initiatives</b>, Improved <b>distribution network</b> of Pepsi</li> </ul>  |   |                   |
| CREAMLINE DAIRY PRODUCTS LTD. HYDERABAD  | MANAGEMENT TRAINEE- CORPORATES            | APRIL'10 - DEC'10 |
| <ul style="list-style-type: none"> <li>⊕ Assisted in <b>new product launch</b>, designed packet layouts and in <b>ATL /BTL</b> activities.</li> <li>⊕ Product introduction and <b>product USP</b> training for sales team to increase sales.</li> </ul>  |   |                   |