

PROFESSIONAL EXPERIENCE

Head-Business Development, Jagadish Group

May'16- Present

- **Led a team** of BD managers, Marketing manager and financial analysts to deliver organisational Business Development goals; **managed and trained the team** to follow-up prospects and closing deals; conducted monthly Performance review and planning (**PRP**)
- **Co-founded and built the investment arm** of the Group, *Jagadish Ventures* from scratch; Performed **Networking with Start-up community**, Lead generation, identifying and targeting investment opportunities, presenting and negotiating partnership deals
- **Single Point of Contact for all Business Development, Strategy planning and Valuation activities**; Responsible for presentation, negotiation and tie-up with high growth Start-ups;
- **Managed Partner Relations with Investee firms at CXO/ Founders level**; Consulted investee firms as **Advisory member of Board**
- **Formulated Business model and Revenue model** along with Business Principles, SOPs and workflow for investment deals
- **Analyzed more than 40 Startups for Investment feasibility**; Prepared and negotiated valuation for 5 firms; **Completed 2 successful investment deals worth INR 95 lacs**
- **Prepared detailed Media and Advertising plan** along with execution strategy and media mix for the investee firms
- Supervised preparation of *Jagadish Ventures'* Website and supporting marketing material; **Promoted Jagadish Ventures through various institutional platforms**; **Spearheaded strategic partnerships and alliances** for future growth opportunities
- Documented the basic term sheet & partnership agreements; Helped in preparing detailed legal documents and term sheets
- Improvised and implemented organisational changes to increase efficiency for Advertising arm, *Jagadish Advertising*

Business Development Manager, OYO ROOMS

August'15- April'16

- **Single Point of contact for South Bangalore region**; Responsible for Business Development, P&L and OYO standard implementation
- Increased the properties base from 27 to 44 properties (**62% growth**) in a span of 5 months & managed them
- Improved Average monthly revenue from INR 60 lacs to INR 85 lacs by March'16 (**42% growth in revenue**)
- **Renegotiated minimum guarantee (MG)** for properties from 80 lacs to 13 lacs **in a span of 3 months**; **Saved INR 67 lacs for the Hub**
- **SPOC for MG reduction drive for Karnataka hub** for a team of 8 BDMs; **Helped in reducing MG from 7 Cr to 2 Cr in 3 months**
- **Moved all the properties in South Bangalore to Surge Pricing Model** in a span of 1.5 months; Improved occupancy by additional 8%
- Led Customer experience improvement drive in South Bangalore; **Improved CX score from 3.4 in Nov'15 to 3.9 in March'16**
- **Piloted the Salesforce cleanup drive** for Karnataka hub (>400 properties) ; **Resolved >120 issues in a span of 2 days**
- **Devised the occupancy-based Weekly Supply plan** for timely and seamless replenishment of OYO essentials in South Bangalore

BESTSELLER INDIA PVT LTD

April'13 – June'15

Online Business Manager, Brand Jack & Jones

May'14 – June'15

Business Development (e-Commerce)

- **Handled Nation-wide e-Commerce channel** for *Jack & Jones*; **Single point of contact** between Business partners & internal teams
- Devised strategy & processes for Online business development, logistics support and end-user experience (**B2B2C exposure**)
- **Increased business > 500% within a year** ; **Achieved highest margin % and Sell-through %** among all three business channels
- From May'14 to Dec'14, **more than tripled the average monthly business** in terms of Rate of sale and Sales value
- **Top performer**; highest performance-based incentive earner **for consecutive 4 months among 250+ employees**

Key Account Management

- Handled business with **7 business partners including Top 3 Fashion e-Tailers of India**; Aligned organisational business processes with those of partners to improve upon key business parameters i.e. Rate of sale, Avg. lead time & weekly sales value
- Got *Jack & Jones* into **top 3 ranks (no. 1 brand with the largest partner)** with all the business partners **in 6 months (from rank 17)**
- **Improved avg. lead time** (from allocation of merchandise to delivery to business partners) from 40 days to 25 days (**37% reduction**)
- Increased the **avg. seasonal merchandise fill rate from 65% to 89%** within 6 months (**a whopping 37% increase** over last season)

Marketing, Promotions and Back-end operations

- Executed **"Super Weekend"** (an online shopping weekend promotions lasting for 3 days) with the 2 largest partners; Ensured **delivery of >50,000 units to the partners within a week** each time; Promoted the event through all the social media platforms & SMS
- **Generated > INR 1 Cr gross sales in a single day**; overall generating > INR 4 Cr gross sales in a span of 3 days

Strategy & Analytics

- **Prepared Budget & Options Plan** along with the Buying Head and the Planner for season AW'14 & SS'15 for *Jack & Jones*
- Prepared a detailed **Warehouse storage capacity analysis plan against the Buying plan for AW'14** for *Jack & Jones*; **predicted the exact problem areas** to be tackled; worked with SCM team to prepare strategy without incurring additional cost
- **Handled a budget of > INR 500 Cr** & more than 2000 options for the season; **Screened more than 7000 samples** and made a month-wise final selection; **Prepared detailed plan for category contribution and merchandise depth** for entire season

Business Management Trainee, Bestseller India Pvt Ltd

April'13 – April'14

- **Studied various functions of business** like Marketing, SCM, Finance, Brand management and Operations in real time environment
- **SCM**: Conceptualized and implemented 3 projects with Supply Chain & Warehouse team to enhance Production and productivity

- **Made creative changes in existing Sorting & Reverse** logistics infrastructure to **increase output by 30%** without additional cost
- Part of the organising team for “**Super Saturday**”, **India’s first ever 24-Hour sale** conducted by *Bestseller India*
- **Marketing**: prepared a project for redefining the target customer and the strategy to improve reach for **VERO MODA** and **ONLY**
- **Brand management**: worked with the Brand “**ONLY**”; delivered on the project to improve the job satisfaction level of store staff
- **Operations**: handled 4 stores in Mumbai west suburban area as a **trainee area manager for 3 months**; responsible for P&L and daily operations; delivered on KPIs like Sales & margin, Avg. footfall, Avg. PSFPD; **increased business by 30%**

TECHNICAL & COMMUNICATION SKILLS

- **Major in Marketing (PGDM); Minor in Corporate strategy and Human Resource Management**
- Expertise in Financial Valuation, Partner Relationship Management, Account management, Business development, E-commerce Operations, Supply Chain Management, Process Improvement; Internal & external communication, Sales & marketing
- Proficient in **Microsoft Office, SAP, Salesforce, SPSS, DSS and POS** systems
- **Languages known**: English, Hindi, Marwari, Tamil and Punjabi

ACADEMICS

Degree	Institute / University / Board	Year	%/CGPA
PGDM	IIM Bangalore	2011-13	2.41/4
B.Sc. (Agriculture)	TNAU, Coimbatore	2007-11	8.63/10
Class XII	B.E.S.S. School, Bikaner (RBSE)	2004-05	81.08 %
Class X	Adarsh Vidhya Mandir, Bikaner (RBSE)	2002-03	88.33 %

ACADEMIC ACHIEVEMENTS

- **Received interview calls from 8 IIMs** and Institute of Rural Management, Anand (IRMA) ; converted all the calls (Year 2011)
- Among top 10 out of >600 students to receive **TIME National Talent Scholarship**, Coimbatore (Year 2008)
- **Received National Talent Scholarship** conferred by ICAR, Delhi for excellent academic performance (Year 2007)
- Among top 10% of students of the class throughout the school education (Year 1997-2005)

INTERSHIPS/LIVE PROJECTS/ACADEMIC PROJECTS

<i>Summer Internship, Janata Dal (United) (Political Consultant)</i>	Devising strategy to improve efficiency and reach of Seva-Yatra April’12-June’12 <ul style="list-style-type: none"> • Accompanied Chief Minister Mr. Nitish Kumar during Seva-Yatra in various districts of Bihar • Surveyed different sections of society in the districts of Muzzafarpur, Motihari and Buxar for the satisfaction level with the micro level governance and bureaucracy and analysed the data collected • Suggested improvements for the better micro-governance and efficient bureaucracy at district level
Marketing Projects	<ul style="list-style-type: none"> • MF :Analysed Mutual Fund Industry; analysed general perception and awareness about mutual funds • Studied Health care unit of 3M India; analysed their distribution channels in the context of B2B marketing; interviewed their management and clients to identify the satisfaction level of clients and gave recommendations • Studied Indian Aluminium industry in the context of Brand management; analysed Hindalco and Sterlite • Markstrat - Marketing simulation of pricing, sales force, advertisement and R&D decisions in competitive setup
Strategy Projects	<ul style="list-style-type: none"> • Studied Indian commercial vehicle industry; analysed firm Tata Motors in the context of Competition Strategy • Prepared a report on Impact of labour laws in India in the context of Business Law; suggested improvements • Studied Indian airline industry ; analysed competitive strategy of Jet Airways and suggested improvements

POSITIONS OF RESPONSIBILITY

- **Headed Business Development activities for Jagadish Group**; Provided strategic direction & insight for overall growth
- **Led a team of 5 BD Managers and Marketing manager**; Mentored the team to achieve monthly and quarterly targets
- **Led a team of 8 BD Managers** for Minimum Guarantee reduction drive for Karnataka Hub; **Saved INR 5 Cr in 3 months**
- **Led a team of 4 store managers** in Mumbai West area during Operations stint; **increased business by 20% in 4 months**
- Lead singer in the winning team of 4 in Inter-sectional musical competition in IIM Bangalore (year 2011)
- Team leader of a group of 10 students; surveyed farmers across 15 villages; created awareness about SRI technology (year 10-11)
- Elected as **Treasurer** in *Ecogladators*, a tree planting & environment protection group formed by 150 TNAU students (year 09-10)
- **Member** of Organizing committee, *Sangamithra*; the cultural event of TNAU, attended by students from >20 colleges (year 2009)
- **Elected Representative** of >50 students from Standard 5th to 9th, organized cultural & academic events (year 1997-2002)

EXTRA CURRICULAR ACTIVITIES

- Received 3rd prize at district level in Geeta Pratiyogita, conducted by Maanav Prabodhan Pranyas (year 2002)
- Performed as **Lead vocalist** twice in National conferences conducted by TNAU, Coimbatore (year 2007 & 2009)
- Completed training in the **SEEDS NGO**, involved in **NABARD** watershed management activities; worked with Women’s Self Help Groups (SHG) and learnt their operations; involved in **improving rural micro-finance** (year 2010)
- Completed **in-plant training** in Paiyur Fruit Products Pvt Ltd, Krishnagiri district; suggested organisational changes (year 2010)