

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)

INTERNSHIPS/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 **EcoGladiators**, 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)