

# SHRIYA KALRA

XLRI (PGDBM) | DCE (B.E.)

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## Professional Experience

**Zivame.com (Feb'15 – Present) :** The largest funded **lingerie e-commerce** player in India

### Category Strategy & Planning

*Zivame Brands – Penny, Coucou, Rosaline*

- Created and project managed **OTB** and option plans for **2000 options** to support a **revenue growth of 10%** across multiple sales platforms in alignment with the AOP
- Created **replenishment cycle** for options contributing to **45% of total revenue** (from 10%) to support the movement towards 100% private label
- Achieved **50% reduction in stock cover** with an increase in the private label sell-through by a combination of inward planning, aged inventory management, sizing curve correction
- Co - created and project managed **Omni-channel** merchandising strategy for **7 marketplaces** and **50 offline stores**
- Part of a 7 member CFT to define & **automate category planning** process flow

### Category Management

*P&L management – Coucou, Rosaline*

Rosaline –

- Increased revenue share to **33% of the site** in a period of 7 months by creation & management of **price point defined assortment** for the ELPP brand

Coucou –

- Doubled revenue share** of the brand to **13%** in a period of 7 months
- Achieved **2.5% increase in the product CVR** along with **5% increase in margin** by optimized deployment of pricing, marketing and promotional strategies
- Led the **business development and margin negotiations** for five online marketplaces to achieve a **5x increase** in marketplace revenue
- Collaborated with marketing and brand team for key **positioning pegs, brand campaigns** and innovative features like **VM & personalisation**

### Channel Management

- Prepared **GTM strategy** (Partners, operations & systems) for **Direct Sales (MLM) channel** deployment with a break-even period of one year

**Takshashila Consulting (Jan'14 – Jan'15) :** Management consulting firm founded by **ex- McKinsey** partners

### Integrated Sales Strategy

*East India Cement Major*

- Developed an integrated sales strategy for the client to achieve a **23% revenue growth** and an increase of **1.6% in market share**
- Created a **demand supply model** to determine the cement potential for **111 districts** and identify the top potential districts for target achievability
- Facilitated **sales planning exercises** with **150+ sales force** and **300 dealers** in 32 districts to identify key initiatives in the areas of salesforce, logistics, marketing & policy

### HR Transformation (CHRO Office)

*Largest private Oil & Gas org*

- Assisted in design and headed the **PMO of CHRO led initiatives** – strategic resourcing and learning wave programs by defining project plan and ensuring adherence through weekly progress reports
- Conducted impact analysis of **21 strategic initiatives** of the HR function and assisted in ideation of project charters, execute plans and KPIs to develop **HR Operating Plan**
- Ideated & designed the **operating model** for a new product entity to support the achievement of entity's five year roadmap and long term strategy

**IBM Strategy and Transformation, GBS (Jun'12 – Dec'13) :** Part of the **Consulting by Degrees**; accelerated MT program

### Process Transformation

- Designed and executed the standardization of processes of the internal Finance, Supply Chain & Legal functions of a **Telecom Major** across **19 African geographies**
- Assisted in identification of **product gap** and the **incremental revenue opportunity**

### Growth Roadmap

- Constructed a **5 year roadmap** for the fulfilment of the CPG major's goal of **200% sales growth** by identifying key improvement areas in processes & technology landscape

### Process Consulting

- Defined and created process flows for **16 hospital processes** for a renowned **pharmaceutical major** entering the hospital arena

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## Internships

### Internal Audit

- Tested the process flow of various operational & financial processes of **MetLife** and their controls under the purview of **Sarbanes Oxley act**

### Bench-marking Study

- Chosen among 30 teams in campus for analyzing the marketing techniques of **TCS and its competitors**. Prepared a bench-marking tool to predict future industry trends.

### Process Study

- Analyzed and documented the process flows of the unit processes of **IOCL Panipat** refinery

## Academics

Institute	Degree/ Education Level	Year	Grade/ CGPA
The CFA Institute, USA	CFA Level I and Level II	2012-13	First Attempts
Institute of Actuaries of India	CT1: Financial Mathematics, CT3: Probability and Mathematical Statistics, CT6: Statistical Methods	2007-12	First Attempt
XLRI Jamshedpur	PGDBM, Finance & Operations	2012	5.63/8
Delhi College of Engineering	B.E., Polymer Science and Chemical Technology	2010	76.05% (First Division)
Springdales School	A.I.S.S.C.E.	2006	89.2%
	A.I.S.S.E.	2004	92.6%

## Position of Responsibility & Extra Curricular

- Executive Member**, CII-YI – Headed the Creative function for Kshitij'10 and Joy of Giving Week (JGW'10)
- Creative Head**, TATVA' 09 – Coordinated publicity for the department fest and chaired creative function
- School Prefect**, Springdales – Planned and organized major school festivals.

## Academic Projects

- Business Analysis & Valuation** – Analyzed trends of the mining industry & built a valuation model for Hindustan Zinc
- Financial Planning & Control** – Ranked the best team for creating a working capital model for Sundaram Fasteners
- Mergers & Acquisitions** – Analyzed the FMCG sector and evaluated companies as potential acquisition targets

## Co-Curricular Activities & Interests

- Finalist; StrategiKon (Consulting challenge, XLRI), Kurukshetra (XIMB), M n A Frenzy (IIM Ahmedabad)
- Second Runners Up in the campus round of ITC Interrobang case challenge at XLRI, Jamshedpur
- Senior Diploma holder in Kathak Dance from Prayag Samiti Allahabad
- Chosen for National Gallery of Modern Art's annual summer workshop
- Proficient in MS Excel, Powerpoint, Thinkcell and Microsoft Project