



MURALI KRISHNA. Y

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An ever enterprising leader with about 20 years of expertise in Strategic Management of Business, People, Process and Profit Delivery, looking forward for a challenging Top Management assignment in Heading Sales, Operations and Business development.

Profile Summary

- ♦ About 20 years of experience in Retail Sales and Operations of EBO, MBO & LFR, across CDIT, Telecom, Petroleum and Direct sales.
- ♦ Experience of managing high growth retail companies, for network expansion and profitable operations
- ♦ Complete understanding Of the nuances and challenges of Modern Indian Retail – Profitable Operations and Expansion
- ♦ Have managed Regional & National Head of Sales and Operations roles, **managed 350 plus stores, above Rs.1000 Crores turnover & 1000 plus employees across India.**
- ♦ Accomplished leader in aspects of Retail Operations, Sales, Marketing (ATL/BTL), Ecommerce, Visual Merchandising, D & L, CSS and People Management.
- ♦ Project rollout experience with Launch and Expansion in Petroleum, Telecom and Retail domains.

Core Competencies

Retail Sales and Operations - Business Development - People Management – Process - Profit Delivery - Network Expansion – Projects – Marketing - Logistics - Brand Development - CSS.

Key Responsibilities:

- Preparing AOP basis Trends and BEP analysis for stores, to drive EBIT at store level.
- Decide on the Brand and Product mix for better merchandise & assortment on floor.
- Marketing activities including – ATL/BTL.
- Review SOPs and ensure corrections.
- To analyze MIS and Sales reports and identify trends, involving frontend leadership.
- Review Customer Survey reports and take steps to improve CSAT index.
- People recruitment and development
- Evaluate and Identify new locations for network expansion.

Notable Achievements in career:

Current Role:

- Expanded the footprint from 23 stores to 30 stores.
- Recorded a highest ever sale in organization almost all months, with a LFL growth of 25%.
- APTRONIX is recognized as BEST PARTNER by APPLE for the year 2017-18, under my leadership

Next Retail:

- Restructured and realigned Marketing process across the system for better business prospects.
- Optimized the Manpower to reduce MP cost by 10%, and productive increase by 20%.

Reliance Retail Ltd - Reliance Digital

- Awarded Best Region for Q2 in 2016, for the highest and record turnover during quarter and especially in August 2016.
- Awarded Best Cluster Manager for 3 consecutive year 2011-14, across RDRL, delivered a turnover of approx. 500 Crs with a GM of 18% and EBIT of about 25Cr YOY

20.11.2017 – 31.12.2018

Sept.2016 – March 2017 (0.5 yrs)	Technokart India Ltd, Next Retail.
Designation	: Head of Sales & Operations - COCO Business, Mumbai

May'96 till Jun'98 (2 yrs 2 months)	Eureka Forbes Ltd, : Sales representative, Group leader
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- MBA (Marketing) from Sri Venkateswara University, 1998-00. Secured an aggregate of 70%.
- B.Sc. (Electronics) from Nagarjuna University, during 1993-96.

Date of Birth : 13th May 1975
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- Murali Krishna.Y.