

ANURAG POPLI

Senior Performance & Rewards Manager – Lenskart

MDI, Gurgaon – PGM-HRM 2016-18

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#### Key skills :

- **Compensation & rewards** : Executive compensation, equity management, long term incentives, compensation benchmarking
- **Performance Management** : Annual performance reviews, Performance linked rewards, Performance management strategy
- **Workforce planning** : Budgeting, Cost optimization, Workplace planning and forecasting, Annual operating plans
- **Data analytics** : HR analytics, Dashboarding, Trend Analysis, Advanced HR data management, HR Tech strategy
- **HR Business partnering** : Employee engagement, Attrition management, Employee Relations, Global HR operations and strategy

#### Work Experience

7+ Years

##### Lenskart, Gurugram

Senior Performance and Rewards Manager

Performance and Rewards Manager

Sept 2023 – Present (17 months)

Oct 2024 – Present

Sept 2023 – Sept 2024

#### Roles & Responsibilities

- Leading the **Performance and Rewards function** for **14,000+** employees across India, UAE, Singapore, KSA, and Thailand
- Managing **executive compensation programs** at the organizational level, including **leadership hiring compensation** offers
- Designing and executing a **comprehensive compensation strategy** aligned with business objectives and market benchmarks
- Leading **annual performance and salary review cycle**, including budgeting, benchmarking, and performance-linked bonus payouts
- Overseeing **equity programs** as a critical LTI component of total rewards for the leadership team and recruitment initiatives
- Driving **organization-wide budgeting and cost optimization** for team wise people cost for effective cost management
- Collaborating with the business leaders to design and execute multiple **rewards programs** with **performance management systems**, ensuring consistency and competitiveness for **10,000+ retail employees** across **India and international markets**
- Leveraging **data analytics and reporting** to measure rewards effectiveness, assist decision-making, and support leadership strategies
- Enhancing employee engagement through **effective communication and delivery of compensation and rewards programs**

#### Key Learnings and Achievements

- **Value Champion Award**: Recognized for delivering **high-impact projects** within crunched timelines and with minimal resources
- **Performance and Compensation Review FY24**: Successfully **designed and executed** the FY24 performance and compensation review cycle for **12,000+ employees** across **India, UAE, and Singapore**, achieving a **2-month advancement** in salary and bonus payouts compared to previous years
- **Hiring Requisition Process**: Conceptualized and launched the organization's **first-ever hiring requisition process**, now utilized across **India and international teams** for streamlined recruitment and effective tracking in tandem with ATS
- **People Cost Tracker**: Developed and implemented a comprehensive people cost tracker to **monitor budget utilization** for current and incoming employees, factoring in increments and future hiring plans. This initiative has helped leaders **prevent cost overruns and achieve optimized savings through timely decision making**, directly impacting the **EBITDA achievement**
- **Automated Leadership Offer Tool**: Created a self-service, automated tool enabling **leadership recruiters** to generate compensation offers, including equity, aligned with organizational **frameworks and external competitiveness**

##### ZestMoney, Bangalore

Senior Manager - HR Business Partner & Rewards Manager

Manager - HR Business Partner & Rewards Manager

Nov 2021 – May 2023 (19 months)

Oct 2022 – May 2023

Nov 2021 – Sept 2022

#### Roles & Responsibilities

- Looked after the HR business partnering for **engineering teams** primarily involved with **software development**
- Consulted the technical leads and teams to manage **employee life cycle processes and productivity** for 180+ employees
- Actively worked on managing the **performance evaluation and management processes** at an orgwide level
- Managed and ran the **performance management and increment cycle** at an overall org level over two appraisal cycles
- Supported the different teams in management of business outcomes through adequate **manpower planning, attrition management, training, talent development, managerial effectiveness and employee engagement**
- Engaged into and helped resolve complex **employee related issues** on a day to day basis to ensure smooth business continuity
- Managed **manpower planning and budget optimisation** for the on-roll and off-roll employees **in alignment with tech roadmaps**
- Collaborated with different teams for customised **strategic interventions** at respective team levels covering multiple areas

#### Key Learnings and Achievements

- Conceptualised and created **HR dashboards** for the analysis of **trends and metrics** to derive crucial people related insights
- Optimised the tech **team structures and roles** across different sub-teams to create more agile and productive teams
- Implemented a continuous tech wide **knowledge sharing series** for the engineering and product teams enabling peer learning
- Evaluated and optimised the contractor **teams** resulting in saving of contract **costs** and implementing **lean team** structures
- Assisted in planning and implementation of the role and performance linked **compensation strategy** for the organisation

**Amazon Development Centre (India) Pvt Ltd, Hyderabad**  
HR Business Partner

July 2020 – Nov 2021 (16 months)

#### Roles & Responsibilities

- **Managed** the HR business partnering for **operations team** providing **technical customer support to global customers**
- **Actively managed the quarterly performance reviews** for more than **2000 employees** including the managers
- **Created frameworks for performance reviews** and talent development for niche roles across **India and International geographies**
- **Supported** the leaders and team to manage **employee experience and critical processes** for almost 600+ employees
- **Analysed** people related **trends and metrics** to derive crucial insights utilized by HR and business teams for action planning
- **Presented** monthly **business overviews** and related initiatives to HR and business leaders for effective partnering
- **Collaborated** with leaders and cross functional teams for **strategic interventions** for core and extended business teams

#### Key Learnings and Achievements

- **Designed** an **attrition analysis, early warning system and retention mechanism tool** for action planning to manage attrition
- **Created** self-help **HR and business support tools** for the frontline managers, in line with business needs for agile functioning
- **Developed** the **annual people strategy** for the aligned business, involving the areas of attrition, talent management, diversity & inclusion and employee experience. The strategy was discussed and aligned with the leadership team for execution

**Cipla Ltd, Mumbai**  
HR Business Partner

June 2018 – July 2020 (25 months)

#### Roles & Responsibilities

- **Looked after** the HR business partnering for **Corporate Functions**, including two revenue generating departments
- **Managed performance reviews and increment cycles** for **>500 corporate employees** working directly with leadership teams
- **Lead the overall manpower budgeting and planning** exercise for the corporate teams including CXO level teams and stakeholders
- **Supported the CoE teams** in ideation and implementation of **crucial projects pertaining to rewards and talent management**
- **Managed** the end-to-end **employee life cycle processes** and related operations for more than 500 employees across the globe
- **Engaged** with different stakeholders for **strategic interventions** for the teams and bringing about a positive business impact

#### Key Learnings and Achievements

- **Awarded** twice by CHRO and management council for **effective business partnering** and execution of **successful interventions**
- **Recognised** twice for successfully **conducting behavioural trainings** and other related programs pertaining to the business needs
- **Executed** the **restructuring** exercise for various departments for the creation of agile and more efficient business teams
- **Designed** manpower **budgeting tool** to dynamically monitor manpower costs and to assist in taking strategic budgetary decisions
- **Created a Sales Force Excellence** model for one of the revenue generating function to enhance the employee wise output

**GlaxoSmithKline Pharmaceuticals Ltd, Delhi**  
Medical Business Associate

September 2014 – July 2015 (10 Months)

#### Roles & Responsibilities

- **Handled** the **promotion** of a particular set of pharmaceutical products with the aim of **maximizing the sales** in the given territory
- **Arranged sales call meetings** with Registered Medical Practitioners and met the retailers to follow up with the subsequent sales
- **Conducted market research** incorporating competitor analysis, prescription trends and finding potential clients to boost sales
- **Engaged** with **stockists** regarding the purchase, distribution and supply of products to **ensure uniform availability** in the market

#### Key Learnings and Achievements

- **Learnt** relationship management by building and maintaining **positive work relations** with medical and supporting staff
- **Gained insights** by conducting **market research** to ensure focused targeting of the right customers for different types of products
- **Developed analytical and planning skills** by prioritizing the calls considering the respective locations and differential timings

#### Summer Internship

**Aon Consulting**

April 2017 – June 2017 (9 Weeks)

Title: Scorecard Designing and Performance Metrics

- **Built** an extensive **KPI library** from Aon's ongoing and past projects, and by conducting detailed primary and secondary research
- **Prepared** user interface for the KPI library to be used as a quick reference tool while creating the balanced scorecards
- **Analysed** the information to understand market trends and cull out applicable insights in order to draw relevant benchmarks

#### Education

Year	Qualification	Institute	CGPA/ %
2018	PGP-HRM	Management Development Institute (MDI), Gurgaon	6.07/10
2014	B.Pharm.	Maharaja Surajmal Institute of Pharmacy, New Delhi	78.39
2010	XII, CBSE	St. Mark's Sr. Sec. Public School, Meera Bagh, New Delhi	86.40
2008	X, CBSE	St. Mark's Sr. Sec. Public School, Meera Bagh, New Delhi	89.60

#### Position of Responsibility

<b>MDI Gurgaon</b>	<ul style="list-style-type: none"><li>• <b>Secretary, Illumina</b> — The Disguised Market Research Event Club<ul style="list-style-type: none"><li>• Managed a team of 32 members for planning and execution of four flagship events</li></ul></li><li>• <b>Senior Member, Students' Council</b><ul style="list-style-type: none"><li>• Part of team acting as an interface between MDI management and students</li></ul></li></ul>
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