

ABHISHEK MITRA

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PERSONAL SUMMARY

Result orientated, well networked professional with extensive experience in domestic & international markets across organized retail & e-Commerce. Broad range of experience from the creation of market opportunities for products/brands, enabling new product launch, building strategic partnerships, managing medium & large size business in a P&L role and active engagement in marketing & sales promotion. Active participant in panel discussions, webinar's, trade shows & e-Commerce events

EMPLOYMENT SUMMARY

- | | |
|-----------------------------------|------------------------------|
| ❖ Shoppers Stop Ltd | ❖ Major Brands India Pvt Ltd |
| ❖ Levi Strauss India Pvt Ltd | ❖ House of Anita Dongre |
| ❖ Pepe Jeans Clothing Ltd | ❖ Noble Faith Clothing LLP |
| ❖ Fruit of the Loom India Pvt Ltd | ❖ Vinculum Solutions Pvt Ltd |

Current Employer: Vinculum Solutions Pvt Limited

Brand Portfolio (Domestic): **Clovia, Welspun, Duroflex, Organic Harvest, Timex**

Brand Portfolio (International): **Armada Retail, Eiger Indo, Crystal Time, Dabur**

CAREER HIGHLIGHTS

- **At Vinculum Solutions**, established a **network of 10 brand distributors** globally across fashion & lifestyle categories. Instrumental in closing strategic partnerships with leading 3pl's (**DHL Mena, Aramex, Janio, JNE Logistics**) and service providers (**Pingpong, Payoneer, Adyogi, Avalara**). Panelist and speaker at Global E Commerce events (E Tail Asia, Payoneer). Instrumental in partnering with **Enterprise Singapore (ESG)** & State Marketing Federations (**HPMC**) in India to develop Cross Border expansion for SME & MSME's
- **At House of Anita Dongre**, was responsible for managing an **INR 300 crore business for AND & Global Desi** across MBO's in India.
- **At Major Brands**, I was instrumental to **launch international labels** like Guess, New Balance, Inglot Cosmetics, Nine West, Call It Spring, Bebe across leading **marketplaces in India** and MBO's (**Shoppers Stop, Central**)
- During my role as National Key Account Manager, **Pepe Jeans** was awarded the best denim brand for 2007 at shoppers stop & the best single brand at Future Lifestyle (Central Format) for 2 consecutive years, 2007 & 2008
- **While at Levi's**, in a span of 18 months from joining, established the brand footprint across 50 point of sales in west region, added 2 retail chains (Piramyd & Globus) and also launched "Sykes" & "Dockers" across MBO's
- Won the **Shoppers Stop** Trophy for best performing category & outstanding performer for 5 consecutive periods (June'03 to October'03) at Andheri Unit

WORK EXPERIENCE:

VINCULUM SOLUTIONS PVT LTD Jun '18 – Till Date

Vinculum is a global software company enabling omnichannel retail. Backed by Accel Partners, Ivy Cap Ventures, Vinculum facilitates brands and retailer's to easily scale, reach & delight customer's globally.

Global Business Head-Cross Border e-Commerce & Strategic Alliances

Role & Responsibility

- ✧ Developing partnership's globally for providing strategic value add's to customers
- ✧ Ideating business model's & product integration's to provide best in class services
- ✧ Market vinculum's product stack to partner network, event's, marketplaces & government bodies
- ✧ Generate lead's for vinculum product team (expansion revenue), partner network & increase the customer base through comprehensive cross border solutions
- ✧ Organize training, webinar's for internal & external stakeholders periodically
- ✧ Revenue generation through various models from existing & new customer's

Current Achievements

- ✓ Delivered a revenue of ARR 2.5mn USD across various product business unit's (Payment Reco, eRetail, CMS, PIM) for the year 2020-21. On track to deliver an ARR of 5mn USD in the current financial year

NOBLE FAITH CLOTHING LLP Jun '17 – May '18

Business Head – Modern Trade, e-Commerce & Operations

Role & Responsibility

- ✧ Assortment Planning & pricing for the brand's Noble Faith & Love Generation
- ✧ Setting up the 3pl network & warehousing (Project Management)
- ✧ Launch across large format store's & identify real estate for company outlets
- ✧ Showcase the brand through domestic exhibitions, trade fairs & meet sales target
- ✧ P&L responsibility for the brand's Noble Faith & Love Generation

HOUSE OF ANITA DONGRE Jul '16 – Jun'17

Founded in 1995 by Anita Dongre, the company owns and operates 3 brand with 4 distinct identities: AND, Global Desi, Grassroot & Pinkcity. Within India, the network includes well above 1000 points of sale with more than 250 exclusive brand stores and over 750 multi-brand large format stores in over 100 cities.

Head Sales – Large Format Stores & MBO

Role & Responsibility

- ✧ P&L responsibility for the channel
- ✧ New business expansion across regional MBO's
- ✧ Develop marketing strategies (BTL) and consumer engagements for the channel
- ✧ Project management for shop in shop displays & POS activations
- ✧ Accounts receivables to be kept under control

Achievement during Tenure

- ✓ AND was rated as the No.1 brand for the financial year 2016-17 at Shoppers Stop & Central basis net sales achievement (SSL-INR 46cr; Central-INR 31cr)
- ✓ Delivered an EBIDTA of 17% for the channel, highest across all departments & channels at HOAD for the period 2018-19

MAJOR BRANDS INDIA PVT LIMITED Jul '14 – Jun'16

Major Brands is a leading franchisee for premier international fashion brands. With brands like Mango, Bebe, Promod, Aldo, La Senza, Guess, Charles & Keith to name a few, it has a spread of 250 EBO's & 60 SIS outlets across cities in India.

Business Head - e-Commerce, SIS & Travel Retail

Role & Responsibility

- ✧ Business expansion of international labels across inhouse webstore (majorbrands.in)
- ✧ P&L responsibility for the channel.
- ✧ Engage with merchandising team across brands to create distinct product lines for modern trade, e-Commerce & outlet stores.
- ✧ Coordinate with brand principals to create business opportunities for international labels, travel internationally for range selection & finalise commercial terms of trade (TOT).

Achievement during Tenure

- ✓ Delivered a turnover of INR 40cr for the business between 2014-2016
- ✓ Launched the brand-New Balance in India across 10 locations of Shoppers Stop, planned the assortment for online & MBO channels & introduced the brand across jabong.com & myntra.com on a "wholesale model"
- ✓ Instrumental in setting up retail outlets for Guess and Aldo brands across duty paid retail zones at Delhi and Bangalore Airports

FRUIT OF THE LOOM INDIA PVT LTD Mar '09 – Mar '14

Fruit of the Loom was launched in India in 2009. The Brand is a global favorite in the innerwear segment for men, ladies & Kids. It also retails casualwear & thermals for men's & ladies.

Sr.Manager – Key Accounts, e-Commerce & Trade Marketing

Role & Responsibility

- ✧ Roll out department store business, online sales and distributor run retail stores with well-defined SOP's across logistics, finance, HR and marketing.
- ✧ Plan & design commercial trade terms of engagement in association with channel partners.
- ✧ Strategic planning, including business plan and supply chain management.
- ✧ Initiate product and sales trainings for the entire sales vertical.
- ✧ Conceptualising BTL marketing campaigns across all channels of operation.
- ✧ Liason with Media & PR Agencies for trade shows & outdoor media advertisements.

Achievement during Tenure

- ✓ Generated the sales lead for the first 3 distributors for the brand across Mumbai, Pune, Delhi & closed terms of engagement within 4 months of India launch.
- ✓ **By registering a 27% value share of business in 2012, achieved pan India top 3 ranking in the men's innerwear category at Central** (in a span of less than 2 years since launch).
- ✓ **Increased the brand footprint in department stores from 20 POS in 2010 to 218 in 2013.** Also introduced kid's undergarments & lingerie in select department stores. Opened **5 retail EBO's** through distributors across India.
- ✓ Between 2009-2013, delivered a revenue of INR 12.8 Cr across MBO's & Online channel's contributing 32% of the overall company's turnover
- ✓ **Co-created the entire brand launch in India** with the help of VP-Sales & marketing agency (Percept Holdings)

PEPE Jeans (PJL Clothing Limited)

January '07 – February '09

Pepe Jeans was launched in India in 1989. The Brand is currently the market leader in the premium jeans & casual wear segment. It is present in 200 plus stand-alone stores, 300 plus large format stores & 500 multi brand premium outlets across India.

Manager – National Key Accounts & Retail Operations

Role & Responsibility

- ✧ Responsible for developing the monthly/annual sales plan, EBITDA, inventory and receivables targets in consonance with ABP.
- ✧ Conceptualize strategic business plans for meeting store sales target and ROI.
- ✧ Responsible for sku-wise forecast accuracy, implement process controls and setup backend sales support.
- ✧ Monitor & plan appropriate product displays to create brand differentiation
- ✧ Pioneer the best CRM practices to achieve category leadership.
- ✧ Engage with HR to build competitive salesman incentive plan to reduce manpower attrition.

Achievement during Tenure

- ✓ Delivered the highest sales/sq.ft/month returns from the top 2 large format retailers for the period 2007 & 2008. Lifestyle: Rs.2500/sq.ft/month. Central: Rs. 3700/sq.ft/month.
- ✓ Annual turnover in excess of 50 crores at MRP from respective key accounts in 2007 & 60 crores at MRP in 2008.
- ✓ The **Company Owned Company Operated** stores (Phoenix Mills, Linking Road and Malad) were amongst the top 10 EBO's for the brand in 2008.

Levi Strauss (India) Pvt Ltd

March '04 – December '06

Levi's is the most sought-after Denim Brand in India. It currently has around 300 exclusive retail outlets (30 flagship stores) & is also present in 1000 odd large & small format MBO's (including chain stores) across country.

ASM (West) – Key Accounts

Role & Responsibility

- ✧ In conjunction with National Head – Key Accounts, develop expansion plans for the brand across a host of Large Format Departmental Stores nationally.

- ✧ Inventory Planning & Merchandise Management across key retailers
- ✧ Engage with the planning & forecasting team to build an accountwise sales plan for the financial year within the purview of annual operating budget.
- ✧ Develop the best retail presentation across large format departmental stores by effectively managing retail space

Achievement During Tenure

- ✓ Best Denim Wear Brand at Shoppers Stop for 2003-2004. Repeated the achievement for 2004-2005.
- ✓ Highest LTL sellout growth amongst all channels, nationally for financial year 2004-2005 and 2005-2006.

Shoppers Stop Ltd, Andheri

May '01 – February '04.

Incorporated in 1991, Shoppers Stop is the pioneer of organized retail in India. Currently operating a fleet of 90 stores across key cities in India, Shoppers Stop is engaged in retailing lifestyle products for a host of National Brands & Private Labels.

Retail Operations Manager (Apparel)

Role & Responsibility

- ✧ Sales Management & Inventory Planning
- ✧ Manpower Planning & Target Actualisation
- ✧ Manage the Loyalty (FCC) program & query handling at CSD.
- ✧ Marketing & Visual merchandising for the category.

Achievement During Tenure

- ✓ Certified Retail Sales Skills Trainer.
- ✓ Highest diwali sales (2003) for RSH (MBO having various categories of sports apparel, footwear & accessories for international brands) at a chain level.

ACADEMIC QUALIFICATIONS:

Year	Exam / Degree	Board / University	Percent / CGPA
1999-2001	PGDBA (Marketing)	ITM, Navi Mumbai	68%
1996-1999	B.Sc (Physics)	Pune University	65%
1995	AISSCE	CBSE	72%
1993	AISSE	CBSE	79%

PERSONAL DETAILS

Date of Birth:

27th Dec 1977

Marital Status:

Married

EXTRA CURRICULAR CREDENTIALS

- Represented Pune Region in Kendriya Vidyalaya Sangathan Regional Sports Meet-94 in Triple Jump & Stood Second. Selected for SGFI championships.
- **Holder of All India Talent Scholarship Certificate.**
- **Summer Project on "Customer Satisfaction Index" rated one of the 10 best Marketing Projects in Intracollegiate Competition.**

REFERENCE: To be provided on Demand