

KUMAR SAURABH



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Retail Leader | 20+ Years Driving B2C & B2B Rural Growth | Market Builder 0-50 Cr | Delivering Consistent Sales, Operational Excellence & High-Impact Teams

- **Rich expertise in Retail Business operations**, Leading Sales and operations in both B2C -Super markets and B2B-Rural Ecommerce
- **Growth & market expansion**, creating roadmap for opening new stores, new geographies, driving strategic projects, cost control, governance and creating richer customer experience (Brick and Mortar, Dark stores & Hubs)
- **Excellence in end-to-end category management**, with expertise in Vendor management, Category P&L, operations, budgeting, forecasting, promotional & Seasonal planning, exploring potential business opportunities, driving vendor development initiatives
- **Successfully Lead Category & product development (Private Label FMCG)** by researching market trends & competition, Customer buying behavior & designing range & margin
- **Demonstrated excellent financial management** Proven track record in financial management, optimizing resources for sustainable growth

Amongst my peers, I am regarded as...

Problem Solver | Analytical | Active Listener | Planner | Strategic Thinker |

Communicator | Negotiator

EDUCATION

2022 | **Executive Diploma in Advance Management** | XLRI, Jamshedpur
2003 | **PGDBM (Marketing)** | Rizvi Academy of Management, Mumbai
2000 | **B.Com (Accountancy and Taxation)** | Sydenham College, Mumbai

Certifications

2023 | **Leadership Skills** | IIM Ahmedabad
2023 | **Fundamentals of digital marketing** | Google
2024 | **Private Equity and Venture Capital** | Bocconi University
2025 | **Management of Fashion & Luxury Companies** | Bocconi University

Awards & Accomplishments

- Awarded as Star Performer in 2016
- Awarded for Exceptional Contribution in 2009

CAREER EXPERIENCE

Jan 2024 - Till date **Independent Retail consultant B2C & Rural B2B | Entrepreneur developing own brand**

Entrepreneur Venture -

- Personal care brand-

Independent Consultant-

- Drove market entry in new states, establishing warehousing infrastructure & mobilizing cross-functional teams for rapid scalability.
- Streamlined organizational workflows—procurement, vendor partnerships, compliance, & hiring enhancing efficiency & accountability.
- Optimized product assortment across FMCG, commodity, & agricultural portfolios, improving profitability and customer satisfaction.
- Directed application development initiatives, launching user-friendly platforms that strengthened customer engagement.

May 2022- Dec 2023 Associate Director – Category & Merchandising (Head PC) & Product design- Rural B2B | ElasticRun

Products: Personal care

- Spearheaded enablement of deep rural distribution for FMCG vendor partners, expanding market reach & improving accessibility. Held Profit and Loss (P&L) responsibility for the Category with annual revenue of 180 crores
- Designed a category framework aimed at profitability, resulting in an impressive 2X increase in margin in under 12 months
- Innovatively created retail assets to incentivize vendor investments in rural markets, generating 50 lakh annual income and fostering collaborative growth.
- Mentored a team of 6, leading to increased productivity and teamwork
- Defined data governance policies to maintain quality, consistency, and compliance with regulations and industry standards
- Established workflow automation and approval processes for managing data changes, updates, and approvals within MDM

Oct 2021 – Apr 2022

Head Operations – Vice President | The Bombay Store

- Provided effective leadership to a team of 200, fostering motivation and cohesiveness within the group
- Strategically optimized resource allocation and workflow process, leading to 12% reduction in operational costs and substantial cost savings for the organization.

Core Competencies

- Business unit operation- P&L control & Compliance
- Market expansion- B2C & B2B
- NSO- Expansion strategy
- Private Label development
- Buying and Merchandising - FMCG
- Strategic projects & execution
- Product Data Management & Governance
- Budgeting & forecasting
- Team Management – 1000+

- Conducted in-depth financial analysis and forecasting, enabling identification of trends, opportunities, and risks. This data-driven approach resulted in a remarkable 15% growth in revenue, showcasing your ability to leverage data for strategic decision-making.
- Successfully managed a cross-functional team, offering leadership, mentorship, and performance management to ensure team effectiveness and productivity.
- Key role in building online business and Go-To-Market (GTM) strategy, contributing 4% to overall revenue

Jan 2007 – Oct 2021

More Retail Private Limited (Formerly Aditya Birla Retail Limited)
Major Assignments Managed

Head – Supermarket NSO & Non-Merchandise Revenue

Feb 2018 - Oct 2021

- Spearheaded comprehensive market expansion strategy for new store openings, demonstrating expertise in retail growth:
- Developed a blueprint for supermarket expansion including existing & new markets
- Identified white space and potential markets, leveraging experience in successfully launching 250 stores
- Achieved financial objectives by ensuring that 95% of the stores met capital expenditure (CAPEX) payback targets
- Diversified marketing revenue sources through strategic tie-ups:
 - Leveraged channel partners to generate non-merchandising income, contributing 20 basis points (BPS) to profitability
 - Established partnerships with banks and wallet providers, taking responsibility for Merchant Discount Rate (MDR) and cashback initiatives; reduced MDR by 20 BPS, achieved substantial revenue growth, doubling income in just 2 years

Sales & Marketing- Head Merchandising Private Label

Feb 2016 –Jan 2018

- Successfully maximized private label revenue with sustainable growth, achieving 100 crore revenue milestone
- Defined the strategic role of private label brands at the format level, leading to remarkable results:
 - Grew Same-Store Own-Brand Contribution (SOC) by an impressive 4% to 6% within relevant categories
 - Introduced 12 new product lines, diversifying the private label offerings and attracting a wider customer base
 - Implemented sustainable margin improvement plan, delivering significant 200 basis points (BPS) incremental margin
 - Achieved exceptional sales growth, with 2-fold increase in private label sales, underscoring the success of our strategy.

Lead - Project Gold – Strategy Project

Apr 2015 – Jan 2016

- Developed a strategic module and build a profitable network, revitalizing 85 stores with remarkable results
- Achieved substantial 1.5x growth against the existing network, showcasing expertise in business transformation & growth
- Proactively identified and leveraged growth opportunities for stores, using several key tactics:
 - Conducted a comprehensive catchment study to understand market and consumer behavior
 - Expanded assortment coverage to meet diverse customer preferences
 - Focused on operational excellence to streamline process & enhance store efficiency

National Category Head Food & Beverages

Jul 2012 –Mar 2015

- Successfully led 300 crore revenue business with 24% Total Contribution Income (TCI)
- Achieved impressive results by delivering a 2-fold growth for both Coke and Pepsi within just 2 seasons
- Pioneered innovative approaches to category management, introducing new methods of operation such as the Plano and store fill season vs. non-season strategies, contributing to enhanced efficiency and customer satisfaction.
- Spearheaded institutional sales, broadening the business's reach and diversifying revenue stream
- Led a key project as head of "Express stores," overseeing launch of 1200 sq. ft. stores with inventory of 2000 SKUs

Zonal Business Head Operation: NCR & Jaipur

Oct 2011 – Jun 2012

- Led a 200 crores revenue business, overseeing profit and loss (P&L) with a focus on sales growth and cost management
- Ensured strict adherence to audits, compliance, and operational process to maintain business integrity
 - Successfully managed 2 regions slated for closure, strategically determining which stores should continue operations, thereby preserving business continuity
- Collaborated with local authorities to facilitate seamless business operations, displaying adept crisis management
- Pivotal role in strategic planning and execution, achieving notable accomplishments:
 - Improved productivity by 500 basis points (BPS), thus enhancing operational efficiency
 - Reduced wastage by 30 basis points (BPS), contributing to cost savings

Category Head Home & Personal Care

Jan 2007 –Sep 2011

- Cultivated relations with 60+ FMCG suppliers in just 3 months during 2007, adeptly negotiating agreements
- Collaborated on 15 Joint Business Plans (JBPs) with suppliers to drive category growth
- Established revenue and profitability targets, devised pricing strategies, cost control measures, and promotional tactics, leading to a substantial 150 basis points (BPs) improvement

PREVIOUS EXPERIENCE

Dec 2003 – Dec 2006

Assistant Category Manager (Home & Personal Care) | FutureGroup (Formerly Pantaloons)

Business Unit: Food Bazaar

Jun 2000 – May 2001

Marketing Trainee- Mumbai | Jindal Iron and Steel Company, Limited