



## **Certificate Programme in Strategic Retail Management**

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**Participants Profile - 2012**



The Certificate Programme in Strategic Retail Management (CSRM) is an intensive 200-hour classroom based programme, designed to enhance leadership in the context of Indian retail. This programme enables participants to evaluate their own retail strategies, discover newer models from international markets, and explore various challenges that are synonymous with this industry. With relevant case studies, lectures, and panel discussions, the programme helps participants gain newer perspectives to stay ahead in a fiercely competitive market.



### Abhishek Gupta

*National Manager - New Product Commercialisation  
Hindustan Coca-Cola Beverages Pvt Ltd*

Manage pipeline of new products and packs across beverage categories - roll out, execution and scale up in line with business plans.

#### Previous Assignments:

- Kodak India Ltd
- Hindustan Unilever Ltd
- Gitanjali Jewels Ltd



### Akash Gupta

*CEO  
AMG Retail Pvt Ltd*

Founding member, setting up the business model both in back end & front end. Buying & Merchandising, Sales, Supply Chain, Logistics, IT, and Finance.

#### Previous Assignments:

- AMG Corporation - Managing Director



### Akhilesh Singh

*Manager - Retail Operations  
GMR - Delhi International Airport Pvt Ltd*

Managing retail operations at Terminal 3, IGI Airport includes Delhi Duty Free, WH Smith, Swarovski, M&S, Versace, Ethos etc and F&B brands like McDonalds, Domino's, CBTL, Costa Coffee, In-house QSR brands.

Mystery audits, inventory/ merchandise management, staffing/ roster management, day-to-day operational support to business partners to achieve commercial-non aero targets.

#### Previous Assignments:

- Reliance Retail - Area Manager
- MASPAR Retail - Manager (Retail Operations)



### Anshum Mehtani

*Managing Director  
GN Lighting & Electricals Pvt Ltd*

Managing assembly line operations, supply chain, procurement for production and assembly of CFLs.

#### Previous Assignments:

- Shamken Multifab Ltd - Assistant Manager (Exports)



### Arijit Mitra

*General Manager - Franchise Operations  
Coca-Cola India Inc*

Responsible for managing overall business of Kolkata Metro & South 24 Parganas.

#### Previous Assignments:

- Hindustan Unilever Ltd - National Sales Manager (Direct to consumer business)
- Amway India Enterprises - National Business Development Manager
- Skypak Service Specialists Ltd



### Ashish Pingle

*National Category Development Manager - Sparkling  
Hindustan Coca-Cola Beverages Pvt Ltd*

Responsible for managing and developing the Sparkling Category

#### Previous Assignments:

- Hindustan Coca-Cola Beverages Pvt Ltd - Sales Manager (Gujarat)
- Hindustan Coca-Cola Beverages Pvt Ltd - Channel Marketing Manager (Gujarat & MP)



### Bharat Vanidani

*Senior Manager - Replenishment  
Bharti Walmart Pvt Ltd*

Managing national level retail replenishment, inventory & distribution planning and demand forecasting.

#### Previous Assignments:

- GSK Consumers - Deputy Manager (Value Chain Planning)
- Cypress Semiconductor - Senior Business Analyst (Business Planning)



### Chetan Jain

*DGM - Store Planning (Cash & Carry)  
Bharti Walmart*

Responsible for store openings of Cash & Carry stores, training and development of associates on store operating and store opening processes.

#### Previous Assignments:

- Subhiksha Trading Services - Manager Operations (Rajasthan)
- Parle Products Pvt Ltd - Area Field Manager (Haryana)
- Cadbury India Ltd - Senior Sales Officer



### Debashish Mitra

*Regional Sales Effectiveness Manager - Asia Pacific  
Phi Seeds Pvt Ltd*

Lead, plan and manage key elements of the Asia Pacific (AP) region's distribution strategy and help develop and recommend changes to the current go-to-market approaches to support long-term AP business objectives, future, growth, and sustainable competitive advantage.

#### Previous Assignments:

- Phi Seeds Pvt Ltd - Product Manager (Hybrid Rice)
- Phi Seeds Pvt Ltd - Sales Development Manager
- Phi Seeds Pvt Ltd - Regional Agronomist



### Deepak Mehta

*Senior Consultant  
IFS South Africa*

Retail Software Consulting and Product Development.

#### Previous Assignments:

- MTN Zambia - Retail Software Consulting
- MTN Group - Retail Software (Proof of Concept)
- MTN Uganda - Retail Software Consulting



### Dominic Louis

*General Manager - Operations  
The Nilgiri Dairy Farm Pvt Ltd*

Appointing franchisees, namely investors, seeing sites, doing catchment analysis, rolling out the store as per the format and also taking care of retail store operations, target settings, more so with regard to private label both in TN & AP

#### Previous Assignments:

- BASF Industries Ltd - Sales Manager
- JBA Printing Inks Ltd - Regional Sales Manager (Merged with BASF)
- Vam Organics Ltd - Territory Manager
- Goodlass Nerolac Paints Ltd - Sales Executive



### Francois Gomez

*National Sales Manager  
Celio Future Fashion Ltd*

- Managing retail sales operation
- Budgeting
- Project department
- Department visual merchandising

#### Previous Assignments:

- Celio Future Fashion Ltd - Zonal Director Spain (Atlantic Zone)
- Celio Future Fashion Ltd - Regional Manager France (East)
- SM Flagships Strasbourg



### Hemraj Sethia

*Finance Controller  
Cinopolis India Pvt Ltd*

Managing finance & reporting, treasury, compliances, taxation, internal controls and other related functions for India operations.

#### Previous Assignments:

- Hill & Associates India Pvt Ltd - Manager (Finance and Accounts)
- Pricewaterhouse Coopers - Executive (International Assignment Solutions)
- Thomson Press (India) Ltd - Senior Officer (Accounts)



### Jyoti Prakash Mishra

*Regional Manager - Operations  
Cinopolis India Pvt Ltd*

Manage Business (P&L) across 5 Cinopolis properties in India. Conduct Quality Audits and ensure compliance to SOPs.

#### Previous Assignments:

- Cinopolis India Pvt Ltd - Business Manager
- Cinopolis India Pvt Ltd - Specialist (Pre-Operations)



### Karan Bajaj

*Partner  
Bajaj Electronics*

Store expansion, marketing

#### Previous Assignments:

- Bajaj Electronics - launching of new stores at Dilshuknagar and Habshiguda



### Koteswar L N

*Senior Manager - Marketing (Innovation Platforms)  
Coca-Cola India Inc*

Building new product pipeline and providing strategic inputs to support the strategic growth plan. Predicting & monitoring new consumer trends and identifying future platforms based on consumer understanding. Managing new product commercialisation and pipeline management process.

#### Previous Assignments:

- Stills & Hydration - Senior Brand Manager
- Limca - Brand Manager
- Thums Up - Associate Brand Manager



### Manish Singhai

*Retail Director - Peter England  
Madura Fashion & Lifestyle Company (Part of Aditya Birla Group)*

Managing operations, buying and merchandising & expansion for retail stores of Peter England brand across India.

#### Previous Assignments:

- Peter England - Assistant Brand Head
- Madura Fashion & Lifestyle Company - Head (Key Accounts)
- Grasim Textiles - Head (Exports Division)



### Nitin S Bisht

*Deputy General Manager - Market Research and Merchandising Analytics, Bharti Walmart Pvt Ltd*

- Store expansion strategy for pan India
- Driving competitive intensity/ SWOT analysis for all new store locations
- Merchant inputs to support sales projections
- Business updates

#### Previous Assignments:

- Bharti Walmart Pvt Ltd - Buyer (Seasonal, Impulse, DIY and Auto)
- Target Stores - Market Representative/ Sourcing Specialist
- Direct Resource Group - Merchant/ Sourcer



### Nittin Dutt

*Vice President - Operations  
Bharti Walmart Pvt Ltd (Cash & Carry Business)*

Complete Sales and P&L responsibility of the Cash & Carry Stores - 'Best Price Modern Wholesale', in North and East India.

#### Previous Assignments:

- Bharti Walmart Pvt Ltd - Divisional Merchandising Manager (Buying) at the Cash & Carry Business for Electronics, Appliances, IT, Telecom & Office Supply business
- Samsung India Pvt Ltd - Head Modern Trade (Consumer Electronics Division)
- Samsung India Pvt Ltd - Branch Manager (Karnataka)



### Rajiv Sharma

*Business Chief - Staples & Fresh (Food Bazaar)  
Future Value Retail Ltd*

Category Head - Managing the front end category for Staples and F&V business

#### Previous Assignments:

- Pantaloon Retail - Business Development (Cash & Carry Business)
- Vishal Retail Ltd - Business Head (Food Business)
- Pantaloon Retail - Managing Partner (Food Bazaar - Kolkata)



### Ravi Ramavatar Hamirwasia

*Head - Retail Operations,  
Sundev Appliances Ltd*

- Planning & setting up of retail chain for gifting products - Franchise as well as own leased stores
- Defining store format, category management, displays, assortment planning, markdowns, stock management, merchandise pricing; in-store sales promotions; studying market trends, etc.
- Product sourcing - customised and regular products, across India, China and Thailand

#### Previous Assignments:

- Tata AIG Life Insurance Co Ltd - Assistant Vice President
- Reliance Life Insurance Co Ltd - Regional Sales Manager
- ICICI Prudential Life Insurance Co Ltd - Area Sales Manager



### Reddappa Reddy Chintakunta

*Consultant - Retail, CPG, Logistics and Life Sciences  
(SAP Practice), Infosys Ltd, Hyderabad*

Managing SAP's business analytics for retail, CPG, logistics and life sciences; and project management.

#### Previous Assignments:

- ESSAR Group - SAP Business Intelligence
- TATA Consultancy Services
- Hewlett-Packard



### Rishad Karkaria

*Manager - Immediate Consumption,  
Coca-Cola India Pvt Ltd*

Facilitating & supporting the development of volume, revenue and share growth for Immediate consumption occasions, in collaboration with bottling partners & marketing teams.

#### Previous Assignments:

- Hindustan Coca-Cola Beverages Pvt Ltd - Region Key Account Manager (Central)
- Hindustan Coca-Cola Beverages Pvt Ltd - Unit Key Account Manager (Mumbai)
- Hindustan Coca-Cola Beverages Pvt Ltd - Area Marketing Manager (Rajasthan)



### Ritesh Katariya

*Entrepreneur, COO & Co-founder  
Cbazaar.com*

Play a active role in strategy and thinking ahead. Heading operations along with sourcing.

#### Previous Assignments:

- Entrepreneur





### Rubina Feroz

Senior Manager - Buying,  
Bharti Walmart

- Category P&L
- Assortment planning and store grading
- Range architecture planning
- Vendor strategy planning
- Markdown management
- Sales and margin planning and execution
- Product buying and sourcing
- Inventory management

#### Previous Assignments:

- Madura Garments - Manager (Buying)
- Shoppers Stop - Merchandiser



### Sanjai George

Senior General Manager - Operations  
Aditya Birla Retail Ltd

As Zonal Business Head for Kerala:

- Heads the supermarket business for ABRL in Kerala
- Responsible for the zone's P&L
- All functions in the zone (operations, merchandising, HR, SCM, projects, IT, marketing etc.) reports to the ZBH

#### Previous Assignments:

- Big Bazaar (Future Group) - Area Manager
- BMA International FZE (Dubai) - Regional Manager
- Foodworld Supermarket Ltd (an RPG enterprise) - Manager (Operations)



### Sanjiv Mehan

Business Head- Projects  
Numero Uno Clothing Ltd (Brand NUMERO UNO)

- International Marketing
- Exports
- Sourcing

#### Previous Assignments:

- Aloha Textiles Pvt Ltd (Brand SANDDUNES) - CEO
- Indus Clothing Ltd (Brands Lee Cooper, Miss Sixty, Energie, Rifle, Disney Jeans) - General Manager
- Trendsetters - Merchandising Manager



### Shobhit Tandon

DGM Marketing  
Domino's Pizza India, Jubilant Foodworks

- e-commerce and m-commerce
- Social media
- Direct marketing - CRM & LSM

#### Previous Assignments:

- RKHS - Operation Manager (UP, Haryana and Delhi Region)
- Pizza Hut - Restaurant Manager



### Subir Chatterjee

*National Marketing & Capability Building Manager  
Hindustan Coca-Cola Beverages Pvt Ltd*

Responsible for driving right marketing mix, creative strategy, new product development, commercialization of product and packaging, trade marketing and portfolio management. Working closely with the local team to develop the competency and capability in Market Execution and Key Accounts Management

#### Previous Assignments:

- Hindustan Coca-Cola Beverages Pvt Ltd - Channel Marketing Manager (Bihar & Jharkhand)



### Sudhanva

*Senior Manager Merchandising & MDM  
The Nilgiri Dairy Farm Pvt Ltd*

Head food category merchandising & master data management

#### Previous Assignments:

- Trinethra (ABRL) - Merchandising Manager
- Fabmall - Category Manager



### Sumit S Nigam

*Senior Manager - Merchandising  
Bharti Walmart Pvt Ltd*

Formulate category strategy, financial plans and assortment for the launch in our retail stores.

Responsible for the profitability of the category - sales & margin, markdown and stock plan for the category. Manage financial impact of sales and margin mix at category and department level.

#### Previous Assignments:

- Subhiksha - Purchase Manager
- ICICI Bank Ltd - Relationship Manager
- Marico Ltd - Territory Sales Executive



### Sumit Taneja

*Head Retail - Tempur, Planet Bliss  
Springwel Mattresses Pvt Ltd*

Responsible for pan India retail Operations, Marketing, Merchandising, P&L, Strategic Planning and initiatives, Expansion for Retail stores, Budgeting, HR - Recruitment and Training.

#### Previous Assignments:

- Lilliput Kidswear - General Manager Retail Operations
- Royal Sporting House - Regional Manager Distribution Pan India and Retail Operations North
- Birla Sunlife Insurance - Agency Manager



### Umesh Mehra

*Manager - Operations Support Office  
Trent Hypermarket Ltd*

Part of the central operations team of the company. Process improvements, communication, store representative in the office, store capacity planning and process audits.

#### Previous Assignments:

- Trent Hypermarket Ltd - Floor Manager
- Reliance Fresh - Store Manager
- Foodland Fresh - Store Manager



### Vasudevan B

*Senior General Manager - Finance & Accounts  
Aditya Birla Retail Ltd*

Heading the commercial finance teams of ABRL Hypermarkets

#### Previous Assignments:

- Land Mark Group - Finance controller (Egypt)
- Aditya Birla Retail Ltd - Business Controller Hypermarkets
- Geant Hypermarkets Bahrain - Finance Manager



### Vikas Hanmantrao Sunkad

*General Manager - Market Execution  
Coca-Cola India Pvt Ltd*

This role provides commercial leadership to all India franchise bottlers in terms of the following:

- Define the picture of success for different channels, customer types and market types
- Quality of market execution which gets quantified in terms of Right Execution Daily (RED) scores and opportunities for improvement
- Market investment to be made in respective franchise territories



### Vivek Rao

*Key Accounts Manager - Modern Trade  
Hindustan Coca-Cola Beverages Pvt Ltd*

Responsible for customer relationship, volume, share, profit & execution for top customers like Bharti Walmart & Aditya Birla Retail Ltd.

#### Previous Assignments:

- Hindustan Coca-Cola Beverages Pvt Ltd - Key Accounts Manager (Travel, CSD & Govt. Institutions)
- Pepsico India Holdings Pvt Ltd ( Frito-Lay Division) - ASM (Modern Trade)



### **Y Venkateshwar Rao**

*Trading Head - Food & Grocery (Buying and Merchandising)  
HyperCity Retail India Ltd*

Plan, strategies and execute various category roles, budgets, initiatives & processes to achieve business efficiencies.

Driving business partners for category growth participation to gain financial efficiencies and customer satisfaction.

#### **Previous Assignments:**

- Reliance Retail Ltd - Senior Manager (FMCG)
- Radha Krishna Food Land Pvt Ltd (Spar India) - Category Manager (FMCG)
- RPG Retail (Giant) Spencer Hypermarket Division - Category Manager (Processed Foods)





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