



**Certificate Programme
in Strategic Retail Management
Participants Profile**





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.



Amitabh Bhatnagar

*DGM (Retail Operations)
Guardian Lifecare Pvt. Ltd., Gurgaon*

Managing retail store operations, budgeting, manpower management, training and development of 400 personnel in retail business.

Previous Assignments:

- Liberty Shoes - Marketing Executive
- HLL - Territory Sales Incharge
- Kodak - Area Sales Executive
- Parle Products - Area Field Manager
- CRS Health - Sr. Manager (Retail Operations)



Aseem Chitkara

*Head Operations, Megamart
Arvind Retail Limited*

- To make each region self-sustainable by increasing the LTL sales from the existing stores and further expanding as per the market size requirement
- Responsible for achieving the business plan targets for all the Megamart formats majorly focusing on the LTL growth

Previous Assignments:

- Arvind Ltd. - Marketing Head (Denim Division)
- Arvind Brands Ltd. - Business Head (Newport and Excalibur)



Badal Chaudhry

*CEO, Numero Uno Clothing Ltd.,
Gurgaon*

- Conceptualising, planning and implementing business strategies
- Created a more responsive and market-driven organisation from the ground up
- Developed and introduced a successful business model for outright and outsourced retail channel
- Ensure on-target delivery of all marketing initiatives

Previous Assignments:

- Blackberrys - General Manager (Sales & Marketing)



Devesh Singhal

*Zonal Commercial Head,
Hindustan Coca-Cola Beverages Pvt. Ltd.*

Maximise volume and revenue with improved bottom-line. Creating strong and skilled sales team to ensure best-in-class market execution, channel and CDE management.

Previous Assignments:

- Balsara Home Products Ltd.
- General Mills India
- Dabur India
- Spencer's Retail





Devika Bakshi

Manager, Strategic Alignment,
McDonald's India (North & East)

Analysing qualitative and quantitative information to formulate business strategies that drive growth and identify business opportunities.



Dhiraj Agarwal

Marketing Manager,
Bharti Wal-Mart, Bangalore

Heads the format marketing for South, West and parts of Central India.

Previous Assignments:

- ING Vysya Bank, Bangalore - Head (Sales - Two Wheeler Finance)



Ekta Shukla

Region Key Accounts Manager,
Hindustan Coca-Cola Beverages Pvt. Ltd., South

Business development for the key accounts of the region, driving incidence and increase in market share in food services, entertainment, leisure and cinema channel as per the brand guidelines. Collaboration and alignment with both internal and external customers for joint business planning. Developing action plan to drive growth in emerging channels like railways, at-work and institutions. Mentoring and training the team on driving execution at the store level by focusing on the right equipment, availability and activation.

Previous assignments

- Coca-Cola Ltd. (India and South West Asia Business Unit) - Integrated Marketing Communications and Special Projects



H S Purushothama

General Manager (Operations)
Aditya Birla Retail Ltd., Bangalore

To establish ABRL footprint across Karnataka, create brand awareness in all the households of Karnataka, take first-mover advantage in organised retail at up-country locations, and to become the No.1 convenience supermarket for the customer.

Previous Assignments:

- H&R Johnson
- ABB
- PepsiCo India Holdings Pvt. Ltd.





Harshad R Joshi

*DGM (Merchandising)
Bharti Wal-Mart Pvt. Ltd., Gurgaon*

Head merchant for dairy, bakery, frozen and ice-cream category in cash and carry division, since 2008.

Previous Assignments:

- VRS Foods (Paras) - General Manager (Sales & Marketing)
- Mother Dairy (Amul) - Manager (Production, Logistics, Sales & Marketing)



Keerthi Kumar Jain

*CEO
Kreative Koncepts & Storm Group, Hyderabad*

- Education (overseas and domestic), training and placements, financial services, retail, etc.
- Managing the overall business of the group globally, ensuring growth in new business territories, identifying business opportunities across various verticals/ industries and executing the same with innovative market proposition, etc.

Previous Assignments:

- ICICI
- Nagarjuna Constructions
- Yes Bank



Kshitij Bhatnagar

*Key Accounts Manager (Marketing)
Coca-Cola India*

- Plan, strategise and execute various brand initiatives which result in generating incremental volumes and shares for the region
- Develop marketing team for bottler units and ensure their continued learning and development.
- End-to-end management of key accounts and modern trade chains on a regional basis

Previous Assignments:

- SAB Miller India - Market Development Manager, South Region
- SAB Miller India - Area Sales Manager, Andhra Pradesh
- Becton Dickinson India - Area Sales Manager, Uttar Pradesh and Uttaranchal



Lakshman Kandarpa

*Sr. General Manager, Circle Head
Andhra Pradesh - ABRL*

P&L accountability as circle head of AP for 170 supermarkets in 53 towns with 2800 employees. Heads all support functions in the circle.

Previous Assignments:

- Wimpy - Head of Department, Hyderabad
- Arrow - Retail Executive (Heading Operations), South Manager (Operations)
- Big Bazaar, Future Group - Manager (Operations)
- Zonal Head - Rest of Karnataka





Nayaab Musvee

*Director (Marketing and Sales)
Concorde Textiles, Chennai*

Business Development - new domestic markets and retail.

Previous Assignments:

- Google - Campus Ambassador
- Saint Gobain - Management and Production



Neha Sharma

*Deputy General Manager,
Bharti Wal-Mart Pvt. Ltd., Gurgaon*

Replenishment strategy and supply chain planning - hardline, electronics and fresh categories for retail business.

Previous Assignments:

- Wadhawan Food Retail
- Spencer's Retail (RPG)
- Colgate Palmolive India Ltd.



Nikhil Davda

*Deputy Manager (Marketing)
Pantaloon Retail India Ltd., Mumbai*

Managing *ezone* - the consumer durable and electronics retail brand

Previous Assignments:

- Pantaloon Retail India Ltd.
- Sapat International Pvt. Ltd.
- Narang's Hospitality Services Pvt. Ltd.



Nikhil Lamba

*Brand Manager
Lladró - SPA Lifestyle Pvt. Ltd., Gurgaon*

Profit centre head for Lladró - Spanish luxury brand for design, production and distribution of hand crafted artistic porcelain sculptures.

Previous Assignments:

- Pantaloon Retail India Ltd.
- Sapat International Pvt. Ltd.
- Narang's Hospitality Services Pvt. Ltd.





Nitin Gupta

Founder, Promoter and Managing Director
BG'S Fashions Pvt. Ltd., New Delhi

Previous Assignments:

- Engaged in business for the last 20 years



Pallav Dubey

Consultant and Deployment Manager,
Tesco, Bangalore

Responsible for key operation excellence initiatives and implementation of innovations. Building capabilities and managing the operation development and IT projects.

Previous Assignments:

- Tesco PLC, UK - Consultant. Conceptualised new segmentation and target programme to build the brand image.
- Tesco PLC, UK - Manager. Productivity and scheduling initiatives helped Tesco to save £35 million annually and helped in keeping better customer service promise.
- KIPA Turkey - Consultant. Design and implementation of international retail best practices spanning USD 55 million.
- Tata Consultancy Services - Business Analyst. Design and implementation of collaborative loyalty programme for US market.



Pooja Rawat

Buyer (Cosmetics/ Fragrances/ Skin Care)
Bharti Wal-Mart, Gurgaon

- Managing the P&L of the cosmetics/ fragrances/ skin care business for Bharti Wal-Mart
- Leading negotiations with all major FMCG brands for effective sourcing of their products, to meet Wal-Mart's 'Every Day Low Price' commitment to its customers

Previous Assignments:

- Reliance Lifestyle Division



R Vishnu Vardhan

Senior Manager (Retail)
Vodafone Essar South Limited, Hyderabad

Strategise and execute the retail initiative for Vodafone in AP

Previous Assignments:

- GE - Manpower Operations, Hyderabad
- HSBC - Manager (Six Sigma), Hyderabad





Rajneet Singh Kohli

*Regional General Manager
Coca-Cola India Inc.*

Build a shared vision and strategic road-map to lead the franchise business of Punjab, Haryana and Himachal region for system-wide profit, value and market share.

Previous Assignments:

- Asian Paints India Ltd.
- Color Steels Ltd. (UK)



Rajnish Sharma

*National Key Accounts Manager
Hindustan Coca-Cola Beverages Pvt. Ltd.*

Previous Assignments:

- Hindustan Coca-Cola Beverages Pvt. Ltd. - Associate Sales Manager
- Hindustan Coca-Cola Beverages Pvt. Ltd. - Techno Commercial Manager (Bhutan and West Bengal)



Ramprasad B

*Project Manager (Retail, CPG, Logistics & Life Sciences)
Infosys Ltd., Bangalore*

Retail and CPG leadership in areas including programme and project management, functional consulting, client solution, vendor and relationship management, pre-sales and pursuit management, account mining, business system analysis and high-level design.

Previous Assignments:

- Digital GlobalSoft Ltd. (Currently Hewlett-Packard, India) - Technical Support Engineer
- Hinduja Telecom & Media Technologies, India - Senior Customer Service Representative



Rashi Chaudhry

*AVP (Buying - Max Store Division)
Lifestyle International Pvt. Ltd., Bangalore.*

Category Head: Buying and design for Ethnic wear

Previous Assignments:

- JWT - Account Servicing
- Lintas - Account Servicing
- Fabindia - Head (Garments Division)





Rishi Raj Gupta

*Deputy General Manager & Region Head (People)
Bharti Retail Ltd., Gurgaon*

Spearheading people-strategy for retail operations of North India, spanning over 130 stores in 65 cities; managing employee-relations, workforce diversity and inclusion, culture, career and growth of retail managers, and overall people productivity. Leading a team of 20 HR professionals.

Previous Assignments:

- RPG Cellucom (RPG Enterprises) - Zonal Head (Human Resources)
- CEAT Ltd. (RPG Enterprises) - Manager (Human Resources)



Ritu Chaudhri

*Vice President (Marketing)
Nirula's, Noida*

Strategic market planning, development of brand identity and strategy, consumer insights and trends, menu re-engineering, product and pricing decisions, leading cross functional teams with a strong emphasis on team building and market/ consumer focus, advertising, media planning, event and sponsorship management.

Previous Assignments:

- Diageo India
- Coca-Cola India
- Nestle India



Saurav Dugar

*CEO (Retail)
Deomart India Pvt. Ltd.*

Agent partners in retail and trade for Arvind, Reliance Industries Limited (Vimal) and RSWM (Mayur Suitings)

Previous Assignments:

- Ernst & Young, Bangalore - Internship
- KPMG, Bangalore - Analyst (Transfer Pricing)
- Vimal, Kolkata - Master Franchisees



Shadab Ahmed Khan

*Group Key Account Manager (Food services)
Hindustan Coca-Cola Beverages Pvt. Ltd., Gurgaon*

Manage the 3rd largest channel of organised food service for the Coca-Cola system in India across key channels - quick service restaurants, fine dine restaurants, casual dine restaurants, night life lounges, pubs & bars and food courts.

Previous Assignments:

- Unilever Food Solutions, Asia - Manager (International Chain Accounts)
- Tasty Bite Eatables Ltd. - Manager (International Business - Far East, Australia and New Zealand)





Solai Shakthivel

*Deputy General Manager (Global Supplier Development)
Bharti Wal-Mart Pvt. Ltd., Gurgaon*

Leveraging the global business relationship of Walmart with multinational suppliers to develop in-country strategic business relationship, conduct joint business planning and promote cross functional business engagement at senior leadership level of both organisation.

Previous Assignments:

- Big Bazaar - Deputy Category Manager (Processed Foods)
- Aditya Birla Retail - Category Manager (Processed Foods)



Sudeep Gupta

*Director (Business Development)
Cafe Buddy's Foods Pvt. Ltd.*

Previous Assignments:

- Bharti Beetel - Product Manager
- Henkel AG & Co. KGaA (FMCG), Dusseldorf, Germany - Strategic Marketing
- Lafarge Group (Construction), Paris, France - Sustainable Development



Tanuj Jain

*Business Head (Automotive Product)
Reliance Retail Ltd., Mumbai*

Category head for automotive products across all formats. Handling buying and merchandising functions along with sourcing both domestic and international new store strategy.

Previous Assignments:

- Maruti Suzuki India Ltd. - Sales & Marketing (Channel Management - North India)
- Toyota India Ltd. - Sales & Marketing (Channel Management & Network Expansion - North India)
- Hindustan Motors Ltd. - Channel Management (Part of South India)



Vinay Halambi

*General Manager (Projects)
Hardcastle Restaurants Pvt. Ltd. (McDonalds - West & South)*

- Responsible for leading design and construction of McDonalds restaurants
- Manage capital expenditures for new and existing restaurants
- Building an effective and efficient talent pool

Previous Assignments:

- Conwood Group of Companies - Project Engineer. Planned and executed various high-rise residential buildings and commercial developments.
- McDonalds - New Store Project Management. Implementing quality systems, process enhancements and use of construction practices to maximise operational efficiency.





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