



Summary

Retail Manager with 4+ yrs. of experience in strategy, marketing & sales, achieving 3.4% growth from her e-com. partners with 12% contribution, in a year of de-growth in trade channel. A go-getter & perseverant professional who conceptualized & implemented retail marketing strategy in prescription brands; aiming to leverage- data driven consumer centric approach, as marketing manager, driving key growth in an organisation.

Work Experience- AstraZeneca Pharma India Limited- Bangalore

Marketing & Strategy-

- Spearheaded **go-to-market strategy in retail** for a premium diabetes brand of annual ~6 cr. contribution | **Achieved 200+% volume growth** in India's 2nd biggest pharmacy by driving pharmacist education, HCP in-clinic communication & mapping stores with HCPs
- **Led new vertical development** with country leadership team & **initiated strategic partnerships** with national organized retail & e-pharmacy accounting for **12% of AZ business** | Driving new business opportunities- white space, special SKU at the channel partners
- **Leading supply chain innovation for AZ- India with cross-functions**, for optimal inventory management, **improving bottom line- 4%** by reducing returns. De-linking field force from supply chain & adding 22 days of time for expanding HCP coverage
- Developed & executed brand strategy across retail formats for patient adherence on AZ product portfolio, by conducting patient/HCP research | **Achieved 2+% additional sales within first 2 months**, for year round digital campaign on prescription 11 cr. cardiac brand | **Digital educated 1Lac+ patients on the usage of device**, for respiratory brand with >3% CTR tracked for a span 1 yr.
- **Launched 1st line indication for breast cancer brand of size 10.4 cr.**, designing communication strategy of 3-Phase framework & 6 in-clinic tools for Medical Oncologists, by conducting pre-launch workshops with HCPs & field force, gathering insight on practice

Team Management-

- Pioneered a team of retail executives to drive fulfilment of CVRM & Respiratory brand portfolio of **size ~26 cr. in Bangalore** | Achieved **1+% additional sales in 60 days for 12+ cr. brand** by availability push across 100 stores by aiding team's sales skills

Sales Management-

- Managed diabetes brand portfolio of **~4 cr. in Bangalore, with target achievement of 100+% in H2'18** | Launched cardiology indication for diabetes brand by engaging HCPs at NH & Sakra in conferences & achieved 1st prescription within 30 days of the launch

Achievements

AWARDS	DESCRIPTION
National winner & International finalist, L'Oréal Brandstorm-2017	Won Brand Challenge , for conceptualising a new product, with unique packaging in men's grooming segment & designing fully integrated marketing campaign for the launch of the brand Got shortlisted from 5000+ teams globally , representing India, at Paris along with 41 other countries competing in same segment (2017)
Plan 100 CEO Award Winning Prog.	Selected for representing AstraZeneca India CSR initiatives globally & coordinating external communications along with media team on Young Health Program with Plan India, across 3 cities in India (2021)
SBAC 2017 Representative	Authored an article & selected among top 5% of the batch for SPJIMR Business-Academia Conclave (2017)
Raghuvansh K. Balbir Award	Awarded by the Chief Minister of Delhi for exceptional contribution in the field of Social Work (2015)
Gold Medallist	Topper in the batch of 200 students, in class 10th & 12th ; consistently performed well in extra-curricular (2012)
Student of The Year	Recognized by THE TIMES OF INDIA amongst 800 students because of the academic excellence (2011)

Projects & Internships

PROJECTS	ACHIEVEMENTS
Marketing Strategy TCSR, TATA	Conducted field visits & interviews to understand product positioning from the business clusters run by women self-help groups and recommended collaborations, social media presence & channels for increasing sales
Retail Shopper Marketing	Conceived scalable, in-store prototype to promote the sales of Godrej Cinthol Soaps after interviewing 10+ shoppers, store manager of Super Market & understanding the Purchase Decision Hierarchy in Soap Category

Education

EXAMINATION/BOARD	YEAR	INSTITUTION	MARKS
PGDM	2018	S. P. Jain Institute of Management & Research, Mumbai	2.52/4
B.Sc. (Computer Science)	2015	St. Stephen's College, Delhi	88.80%
Class XII, ISC	2012	Modern Academy, Lucknow	91.00%
Class X, ICSE	2010	Modern Academy, Lucknow	92.80%